PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 26-OCT. 2, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
ABC MOVIE SPECIAL-SA.(S)	A	9.3	.1	17	841	1639	317	249	75	719	254	426	404	302	228	525	212	351	332	229	139	148	64	247	171
SAT 8.30P 120 ABC																									
191 95 FF																									
CLUB PARADISE																									
8.30 - 9.00	A	9.0	.2	17	814	1616	300	236	76	686	251	403	372	276	220	508	216	336	301	200	142	147	75	275	187
9.00 - 9.30	A	9.6	.2	17	868	1650	321	257	67	741	261	438	415	312	240	515	205	340	322	223	140	138	61	256	176
9.30 - 10.00	A	9.7	.2	18	877	1643	326	255	76	726	244	427	410	313	234	519	200	347	336	234	135	161	68	237	166
10.00 - 10.30	A	9.2	.1	17	832	1592	309	240	80	697	253	422	404	297	210	542	220	370	357	249	134	140	52^	214	151
ABC MOVIE SPECIAL-TUE.(S)	A	13.8	.5	22	1248	1618	273	219	109	715	307	475	390	287	202	460	209	338	303	200	91	199	92	244	175
TUE 9.00P 110 ABC																									
212 99 FF																									
STAND BY ME																									
9.00 - 9.30	A	14.3	.4	22	1293	1622	266	210	100	716	296	459	385	289	219	437	202	320	284	186	85	204	100	265	187
9.30 - 10.00	A	14.1	.5	22	1275	1680	270	219	116	725	316	489	393	292	200	469	214	347	308	202	93	205	102	281	200
10.00 - 10.30	A	13.4	.4	22	1211	1618	278	224	115	715	311	479	393	285	196	476	216	351	318	209	95	200	89	227	164
10.30 - 11.00	A	12.9	.4	22	1166	1544	287	234	106	712	314	483	399	285	191	467	208	342	311	210	95	186	70	178	132
ABC MOVIE SPECIAL-WED.(S,R)	A	13.5	.2	22	1220	1529	323	282	101	745	347	526	430	297	187	496	239	352	311	191	126	129	52	159	100
WED 9.00P 120 ABC																									
211 99 FF																									
NIGHT SHIFT																									
9.00 - 9.30	A	13.8	.3	22	1248	1587	319	273	103	730	336	509	416	294	182	483	229	337	294	183	131	154	68	219	144
9.30 - 10.00	A	14.3	.3	23	1293	1538	326	283	110	740	356	527	432	290	180	495	238	350	310	187	130	132	55	171	106
10.00 - 10.30	A	13.7	.2	23	1238	1481	324	287	98	741	354	537	434	290	180	491	241	353	314	192	118	119	45	130	78
10.30 - 11.00	A	12.4	.3	22	1121	1482	320	280	91	759	335	526	434	313	204	507	247	366	322	199	124	106	36^	109	67
ABC SUNDAY NIGHT MOVIE	A	16.8	.4	27	1519	1555	362	274	74	856	257	490	465	430	298	557	175	354	352	292	163	67	35	75	45
SUN 9.00P 120 ABC 1	B	16.8	.4	27	1519	1555	362	274	74	856	257	490	465	430	298	557	175	354	352	292	163	67	35	75	45
219 99 FF 1	C	16.8	.4	27	1519	1555	362	274	74	856	257	490	465	430	298	557	175	354	352	292	163	67	35	75	45
LIBERACE																									
9.00 - 9.30	A	14.8	.4	22	1338	1605	353	273	81	831	276	483	441	389	287	581	186	380	376	311	158	78	35^	115	70
9.30 - 10.00	A	16.7	.3	26	1510	1544	362	270	77	856	262	487	461	427	301	553	166	345	339	294	171	63	32	72	40
10.00 - 10.30	A	18.0	.5	30	1627	1545	369	279	72	862	248	495	476	447	297	548	178	348	348	280	159	68	36	67	39
10.30 - 11.00	A	17.8	.5	32	1609	1525	360	274	68	865	245	492	476	447	303	547	171	344	347	283	161	62	36	51	34
AMERICA'S MOST WANTED	A	7.5	.0	12	678	1732	378	353	85	677	327	538	426	295	106	702	324	537	421	331	141	157	81	195	142
SUN 8.00P 30 FOX 3	B	8.1	.0	13	735	1740	383	342	90	713	335	539	449	310	131	653	300	494	415	304	121	164	83	209	143
136 88 OP 25	C~	6.8	.0	13	615	1742	360	317	106	699	326	529	433	303	148	660	318	527	444	301	104	165	81	194	114
BEAUTY & THE BEAST(R)	A	8.2	.1	15	741	1470	306	246	107	837	219	444	417	398	336	416	112	183	206	178	199	47^	30^	170	96
FRI 8.00P 60 CBS 2	B	7.6	.1	14	687	1535	295	230	92	850	209	460	446	427	330	439	120	218	232	203	187	58	34^	187	110
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
BEAUTY & THE BEAST(R)-CONT'D																									
199 97 A 42	C~	11.0	.3	20	994	1615	340	259	75	864	232	458	446	421	344	501	132	268	264	261	203	80	46	173	104
8.00 - 8.30	A	8.0	.0	15	723	1464	299	239	98	832	211	437	408	395	341	407	109	174	198	172	196	47^	31^	178	100
8.30 - 9.00	A	8.3	.1	15	750	1493	317	257	116	851	229	455	430	406	335	431	117	193	215	185	204	47^	29^	164	93
BEYOND TOMORROW	A	2.9	.1	5	262	1616	241	188	116^	653	234	377	337	278	233	690	281	427	426	280	210	119^	73^	155^	105^
SAT 9.00P 60 FOX 3	B	3.2	.1	6	286	1580	253	200	82	638	226	377	325	292	208	662	259	430	413	312	172	110	54	170	116
126 85 DO 4	C	3.4	.1	6	305	1615	250	203	76	651	235	392	342	295	212	683	271	462	446	330	160	128	46	154	110
9.00 - 9.30	A	2.9	.1	5	262	1664	232	183	109^	684	226	366	330	286	270	685	277	411	402	262	221	135^	84^	160^	106^
9.30 - 10.00	A	2.9	.0	5	262	1568	249	193	123^	621	243	388	344	269	197	695	284	443	450	297	198	102^	62^	150^	103^
CAVANAUGHS	A	11.2	.1	17	1012	1494	310	228	82	846	257	433	380	340	360	372	122	207	173	153	151	126	78	150	94
MON 8.30P 30 CBS 3	B	11.1	.1	17	1000	1496	313	245	85	828	259	440	411	340	330	403	130	227	215	179	151	111	69	155	95
202 95 CS 8	C~	9.3	.0	16	841	1495	311	236	71	833	230	408	398	352	362	432	124	220	222	197	182	88	54	137	84
CBS FRIDAY MOVIE(R)	A	10.5	.1	18	949	1499	301	219	106	874	212	417	419	427	391	484	118	223	242	226	225	28^	17^	113	70
FRI 9.00P 120 CBS 3	B	9.9	.2	17	892	1599	261	194	87	775	225	412	395	365	304	479	167	272	255	209	179	75	43	270	159
201 98 FF 16	C~	9.3	.2	18	841	1578	278	200	72	767	210	394	391	372	308	522	164	282	283	253	195	95	48	192	123
THE LONG JOURNEY HOME																									

PROGRAM	KEY	AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
9.00 - 9.30	A	9.9	.1	17	895	1485	295	215	112	878	213	408	411	423	400	470	109	209	235	215	222	22^	12v	115	63
9.30 - 10.00	A	10.6	.1	19	958	1507	312	234	107	884	219	427	425	429	393	477	116	220	238	218	224	26^	18^	120	73
10.00 - 10.30	A	10.8	.1	19	976	1489	305	219	106	869	204	416	418	437	389	486	117	222	241	232	227	26^	17^	108	68
10.30 - 11.00	A	10.7	.1	19	967	1512	291	207	101	865	213	417	419	418	385	502	130	241	252	236	228	36^	22^	109	76
CBS MONDAY MOVIE(R)	A	12.3	.2	19	1112	1445	302	236	91	864	289	488	433	373	320	358	128	195	176	153	136	102	58	121	65
MON 9.00P 120 CBS 2	B	13.9	.3	22	1252	1449	326	251	80	859	260	471	452	406	320	397	125	211	197	185	156	85	47	109	65
205 99 FF 2	C	13.9	.3	22	1252	1449	326	251	80	859	260	471	452	406	320	397	125	211	197	185	156	85	47	109	65
AFTER THE PROMISE																									
9.00 - 9.30	A	11.3	.2	17	1022	1464	305	241	86	862	282	477	408	355	338	359	132	201	183	149	128	100	60	143	77
9.30 - 10.00	A	11.8	.2	18	1067	1435	291	224	93	859	296	488	431	361	320	340	118	186	170	148	128	102	60	134	72
10.00 - 10.30	A	13.0	.3	21	1175	1438	306	239	93	867	288	496	447	390	312	349	123	186	171	155	136	111	60	111	60
10.30 - 11.00	A	13.3	.2	22	1202	1421	299	236	89	853	285	481	436	375	310	375	137	203	178	157	149	93	51	99	54
CBS SPECIAL MOVIE(S)	A	7.0	.1	13	633	1575	259	193	57^	667	189	365	358	322	256	655	208	386	374	301	222	90	34^	163	121
SAT 9.00P 120 CBS																									
198 98 FF																									
DEAL OF THE CENTURY																									
9.00 - 9.30	A	6.1	.1	11	551	1544	238	166	49^	685	168	345	338	329	296	612	180	322	321	264	243	72^	33^	175	123
9.30 - 10.00	A	6.6	.2	12	597	1568	243	185	55^	647	175	357	352	329	251	654	213	387	370	291	223	84	30^	183	127
10.00 - 10.30	A	7.2	.1	13	651	1569	264	208	63^	662	207	388	373	316	238	667	226	419	400	305	200	96	33^	144	109
10.30 - 11.00	A	8.3	.1	16	750	1570	276	201	58^	656	196	357	356	307	242	660	203	395	383	325	219	102	36^	151	122
CBS SUNDAY MOVIE	A	17.1	.6	31	1546	1574	305	237	79	779	244	431	407	351	296	637	215	396	369	312	203	70	27^	88	50
CONT'D																									

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PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
CBS SUNDAY MOVIE-CONT'D																									
SUN 9.22P 150 CBS 1	B	17.1	.6	31	1546	1574	305	237	79	779	244	431	407	351	296	637	215	396	369	312	203	70	27^	88	50
211 99 FF 1	C	17.1	.6	31	1546	1574	305	237	79	779	244	431	407	351	296	637	215	396	369	312	203	70	27^	88	50
COCOON																									
9.00 - 9.30	A	16.9	.5	26	1528	1652	319	240	71	816	220	410	399	369	351	629	189	348	332	300	244	73	30^	135	83
9.30 - 10.00	A	17.6	.6	27	1591	1642	321	253	71	800	244	438	411	361	310	639	212	384	359	310	214	77	29^	127	78
10.00 - 10.30	A	17.8	.6	29	1609	1602	309	245	74	786	243	439	404	354	301	650	220	408	374	318	204	68	25^	97	58
10.30 - 11.00	A	17.9	.7	31	1618	1552	297	232	85	759	242	428	400	342	282	645	219	412	387	324	195	71	24^	77	39
11.00 - 11.30	A	17.5	.6	36	1582	1510	293	225	88	761	248	424	410	341	279	619	217	394	366	302	192	72	28^	59	31
11.30 - 12.00	A	14.2	.4	38	1284	1492	289	219	79	768	246	423	409	346	289	616	211	388	363	303	196	57	24^	52	26^
CBS THURSDAY MOVIE	A	13.1	.4	21	1184	1409	313	234	77	836	232	413	380	380	376	433	130	207	189	188	206	53	36^	87	51
THU 9.00P 120 CBS 3	B	11.6	.3	19	1052	1469	316	241	72	837	235	447	418	391	337	467	135	250	242	221	188	69	40	96	62
209 99 FF 3	C	11.6	.3	19	1052	1469	316	241	72	837	235	447	418	391	337	467	135	250	242	221	188	69	40	96	62
AGNES OF GOD																									
9.00 - 9.30	A	12.2	.3	19	1103	1429	310	231	69	823	215	396	370	378	382	446	139	216	185	181	211	58	35^	102	63
9.30 - 10.00	A	13.1	.3	20	1184	1412	308	233	76	829	231	407	374	373	374	432	130	202	187	181	210	58	37^	94	54
10.00 - 10.30	A	13.6	.3	22	1229	1412	318	234	80	840	239	417	382	382	375	433	129	204	194	194	207	52	38	86	50
10.30 - 11.00	A	13.3	.3	23	1202	1407	322	242	82	863	246	436	399	395	380	430	126	210	192	197	199	47	35^	68	40
CBS TUESDAY MOVIE(R)	A	11.1	.2	18	1003	1392	334	261	85	858	247	435	420	389	364	415	125	209	207	193	179	36^	20^	83	45^
TUE 9.00P 120 CBS 3	B	10.4	.2	17	941	1453	332	258	92	852	257	452	439	397	333	430	140	238	226	202	166	63	35	108	62
203 97 FF 19	C~	11.6	.4	20	1049	1532	311	233	79	820	233	440	428	403	318	483	141	265	265	240	181	78	41	144	81
MAYFLOWER MADAM																									
9.00 - 9.30	A	10.0	.2	16	904	1495	312	245	98	867	252	443	423	380	369	426	142	225	215	196	170	42^	25^	160	83
9.30 - 10.00	A	10.9	.2	17	985	1402	330	258	80	862	250	441	424	389	359	414	125	209	212	198	172	41^	25^	85	49
10.00 - 10.30	A	11.4	.2	19	1031	1339	347	271	83	856	247	434	424	395	362	401	117	194	193	188	182	30^	15^	51	29^
10.30 - 11.00	A	12.0	.2	21	1085	1360	346	270	80	856	243	430	412	393	369	423	122	212	211	194	190	32^	18^	48	28^
COMEDY CLUB SPECIAL(S)	A	11.1	.1	18	1003	1501	324	286	113	678	354	509	424	239	138	510	251	406	365	222	78	135	59	177	105
THU 9.00P 120 ABC																									
215 99 CV																									
9.00 - 9.30	A	12.3	.1	19	1112	1616	333	294	115	711	379	530	434	232	153	459	230	358	322	193	72	172	88	274	166
9.30 - 10.00	A	11.3	.1	18	1022	1534	333	292	118	684	377	523	434	225	128	515	270	427	382	221	62	147	64	189	107
10.00 - 10.30	A	10.9	.2	18	985	1464	321	283	119	674	343	506	430	252	134	534	253	425	383	238	86	121	45^	135	80
10.30 - 11.00	A	9.8	.1	17	886	1375	309	275	100	642	313	474	397	249	137	549	257	427	384	247	96	94	32^	91	52^
DUET(R)	A	2.8	.0	5	253	1542	336	296	134^	623	376	499	416	216	85^	570	333	478	345	208	88^	167^	82^	182^	102^
SUN 10.00P 30 FOX 3	B	3.3	.0	5	295	1492	321	289	108	678	363	519	397	249	128	516	293	418	309	177	88	155	80	142	84
124 85 CS 12	C~	3.3	.0	6	298	1561	324	299	113	689	353	516	403	255	134	566	305	465	339	198	79	153	89	176	118
EQUALIZER(R)	A	7.9	.0	13	714	1521	306	240	58^	817	192	422	402	411	338	536	150	273	292	250	211	80	34^	88	48^
CONT'D																									

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PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
EQUALIZER(R)-CONT'D																									
WED 9.00P 60 CBS 3	B	9.6	.0	16	868	1533	284	221	63	800	198	414	408	387	331	534	155	284	296	247	197	92	41	107	56
204 93 PD 11	C~	9.9	.0	17	895	1535	279	214	64	793	190	397	391	387	340	557	158	284	294	255	221	78	37	106	60
9.00 - 9.30	A	7.9	.1	13	714	1535	302	239	59^	816	193	421	396	406	340	541	154	274	301	247	209	74	30^	104	57^
9.30 - 10.00	A	8.0	.1	13	723	1488	307	238	57^	808	189	417	402	412	332	525	143	268	280	251	211	85	37^	71	38^
FIRST IMPRESSIONS	A	5.4	.0	10	488	1473	237	152	39^	720	129	297	327	356	363	490	113	188	209	216	255	103	63^	159	92^
SAT 8.00P 30 CBS 2	B	5.0	.0	10	452	1511	232	161	64	740	178	335	335	323	355	496	107	205	220	231	255	102	63	173	89
206 97 CS 5	C~	4.9	.1	10	443	1524	254	172	63	738	192	347	330	315	353	515	137	235	262	240	226	103	57	182	107
48 HOURS	A	9.2	.0	15	832	1514	254	189	58	796	180	350	335	365	405	568	170	314	298	265	220	59	32^	92	48^
THU 8.00P 60 CBS 3	B	10.3	.1	17	928	1501	273	208	56	794	179	369	363	373	372	576	164	301	304	268	231	50	22	81	43
209 99 DN 4	C	9.1	.1	16	825	1486	272	206	56	789	177	363	367	375	367	571	160	295	302	269	231	48	21	77	41
NOT ON MY STREET																									
8.00 - 8.30	A	9.0	.0	15	814	1524	245	180	52^	799	173	340	325	361	421	581	171	312	296	267	234	54^	31^	90	52^
8.30 - 9.00	A	9.4	.0	15	850	1504	262	198	63	793	186	360	344	369	391	555	170	316	300	262	207	63	33^	93	44^
FRANK'S PLACE(R)	A	5.6	.0	10	506	1525	279	196	32^	766	137	350	352	400	374	493	129	223	246	223	217	86^	49^	181	141
SAT 8.30P 30 CBS 2	B	5.0	.0	9	452	1552	269	195	51^	782	168	364	346	374	377	510	141	246	246	237	224	85	47^	175	109
208 98 CS 11	C~	4.9	.0	10	443	1524	272	209	67	759	207	374	354	325	341	534	152	287	297	258	216	72	35	126	84
FULL HOUSE(R)	A	10.5	.1	19	949	1590	292	233	99	735	280	431	356	277	267	337	132	214	188	139	104	153	72	364	252
FRI 8.30P 30 ABC 3	B	10.7	.1	19	964	1566	275	222	91	739	292	445	365	268	260	385	151	245	225	159	115	131	64	311	208
196 95 CS 30	C~	10.4	.1	20	940	1634	274	218	92	745	260	428	378	297	279	404	161	258	237	172	120	157	96	320	213
GARRY SHANDLING SHOW(R)	A	4.8	.0	7	434	1526	268	238	103^	547	330	458	367	185	68^	585	350	498	375	213	76^	192	112	202	115
SUN 9.00P 30 FOX 3	B	5.5	.0	8	500	1577	311	271	110	628	345	502	387	234	104	545	324	466	375	192	57	183	84	221	152
129 88 CS 30	C~	4.5	.1	8	407	1660	297	260	99	643	334	480	372	229	133	581	339	498	373	213	79	191	91	241	173
GIRL-RED TRUCK, C. BROWN(S)	A	9.9	.3	16	895	1780	219	187	139	692	289	438	384	243	232	398	193	281	265	148	94	119	49^	572	302
TUE 8.00P 60 CBS																									
205 99 CE																									
8.00 - 8.30	A	9.6	.3	16	868	1710	228	197	135	692	284	435	381	245	236	408	191	287	273	156	97	111	45^	500	252
8.30 - 9.00	A	10.2	.3	16	922	1846	210	178	142	692	294	442	387	242	228	388	195	275	256	141	92	126	53	641	350
GROWING PAINS(R)	A	13.0	.0	22	1175	1535	300	247	68	687	272	440	368	286	202	396	190	268	228	150	105	192	97	262	189
WED 8.00P 30 ABC 3	B	13.3	.1	23	1202	1565	290	241	92	701	289	458	386	279	202	399	179	277	248	158	99	183	94	282	187
210 98 CS 30	C~	14.2	.2	26	1284	1632	304	257	100	713	320	484	403	270	186	428	210	311	264	169	90	202	114	286	190
GROWING PAINS-TUE.(S,R)	A	12.7	.0	21	1148	1498	310	244	74	752	267	437	363	306	274	394	176	259	215	148	110	157	87	194	135
TUE 8.00P 30 ABC																									
209 98 CS																									
GROWING PAINS-THU.(S,R)	A	14.7	.0	25	1329	1620	317	263	94	711	316	469	376	260	210	378	162	264	242	162	87	210	115	322	218
THU 8.00P 30 ABC																									
211 98 CS																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 26–OCT. 2, 1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
HEAD OF THE CLASS-TUE.(S,R) TUE 8.30P 30 ABC 206 97 CS	A	13.3	.0	21	1202	1514	333	267	76	743	290	455	382	292	251	412	195	290	243	159	96	165	92	194	136
HEAD OF THE CLASS-THU.(S,R) THU 8.30P 30 ABC 212 99 CS	A	15.0	.0	24	1356	1614	329	281	103	702	335	494	400	249	178	372	177	276	241	157	71	198	108	342	229
HEAD OF THE CLASS(R)	A	13.4	.1	22	1211	1565	319	264	76	710	297	492	407	310	179	364	169	248	209	148	98	203	107	287	208
WED 8.30P 30 ABC 3	B	13.5	.1	22	1220	1568	306	258	87	700	304	487	406	283	174	398	186	286	248	160	88	191	99	280	194
210 97 CS 48	C~	15.0	.1	25	1356	1665	323	275	107	716	331	498	424	278	181	455	226	341	294	186	89	208	115	292	193
JUST THE TEN OF US(R)	A	10.5	.1	18	949	1592	283	227	92	743	288	450	373	295	247	366	150	260	244	174	80	163	84	320	223
FRI 9.30P 30 ABC 2	B	10.0	.1	17	909	1608	260	209	96	735	282	440	360	283	262	378	152	263	240	172	92	159	79	335	217
196 95 CS 2	C	10.0	.1	17	909	1608	260	209	96	735	282	440	360	283	262	378	152	263	240	172	92	159	79	335	217
LIVE DICK CLARK PRESENTS	A	9.0	.0	15	814	1535	284	233	91	807	215	406	362	356	351	489	153	269	257	209	189	89	45^	151	96
WED 8.00P 60 CBS 3	B	8.5	.0	14	765	1519	256	206	79	787	189	372	358	343	360	494	143	275	279	224	179	106	52	132	83
201 96 GV 3	C	8.5	.0	14	765	1519	256	206	79	787	189	372	358	343	360	494	143	275	279	224	179	106	52	132	83
8.00 - 8.30	A	8.5	.1	15	768	1488	285	229	94	786	197	385	352	354	353	481	147	264	246	206	190	81	48^	139	87
8.30 - 9.00	A	9.6	.1	16	868	1561	279	235	87	817	229	420	368	354	347	491	156	270	264	209	186	94	43^	159	103
LYNDON LAROUCHE IN '88(S) SAT 10.30P 30 ABC 198 94 P	A	3.6	.0	7	325	1465	245	166	80^	665	232	358	331	241	253	538	196	351	330	235	154	92^	43^	169	117^
MARRIED...WITH CHILDREN(R)	A	7.3	.0	11	660	1703	363	335	106	620	346	502	388	228	92	718	381	602	481	316	87	159	89	207	127
SUN 8.30P 30 FOX 3	B	7.8	.0	12	702	1702	365	324	114	676	357	529	426	262	114	638	340	527	432	271	81	168	86	220	144
129 88 CS 49	C~	5.3	.0	8	479	1846	344	304	111	682	369	543	425	256	125	688	387	567	454	271	80	199	92	263	168
MR. BELVEDERE(R)	A	10.4	.1	18	940	1590	272	220	98	724	267	417	344	275	267	341	131	220	214	161	95	172	88	353	257
FRI 9.00P 30 ABC 3	B	9.6	.0	17	868	1586	274	223	96	745	282	440	365	276	270	392	148	247	232	174	117	134	65	315	212
193 94 CS 28	C~	10.3	.1	19	931	1625	272	217	94	732	252	419	370	304	284	408	159	255	233	186	128	160	98	320	217
MR. BELVEDERE-SU.(S,R) SUN 7.00P 30 ABC 216 98 CS	A	7.4	.0	13	669	1538	251	188	57^	690	201	334	317	281	316	479	153	275	280	225	160	134	76	235	165
MURDER, SHE WROTE(R)	A	16.7	.3	26	1510	1602	320	223	43	868	166	355	364	397	455	574	129	250	246	257	284	56	26^	103	62
SUN 8.22P 60 CBS 3	B	15.2	.2	24	1374	1563	296	194	39	877	149	335	354	413	478	564	114	217	226	254	303	44	20	78	47
211 99 SM 53	C~	18.0	.2	29	1627	1588	312	195	38	890	129	324	359	450	495	587	93	217	239	298	318	48	24	67	42
8.00 - 8.30	A	14.6	.2	23	1320	1561	291	186	36	871	152	307	325	373	508	566	102	212	212	250	314	44	20^	81	53
8.30 - 9.00	A	15.8	.2	24	1428	1588	316	214	37	876	152	341	352	405	477	566	121	236	228	248	292	53	27^	93	55
9.00 - 9.30	A	18.6	.3	28	1681	1637	336	244	54	863	188	387	391	396	417	590	146	278	278	272	269	64	27^	121	72
MUTTS(S) SUN 7.30P 30 ABC CONT'D	A	8.5	.1	14	768	1636	274	219	74	673	240	402	369	283	229	480	164	335	316	254	106	183	100	300	205

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																										
MUTTS(S)-CONT'D																										
217 99 CS																										
NEWHART(R)		A	11.7	.1	19	1058	1518	314	237	85	834	261	445	397	341	341	429	148	260	227	188	145	105	73	149	83
MON 8.00P 30 CBS	3	B	11.4	.1	19	1034	1486	319	252	87	817	250	438	412	344	330	447	140	258	244	206	161	84	54	138	80
202 97 CS	8	C~	9.9	.1	17	895	1457	319	247	76	804	239	423	391	340	340	472	135	258	248	224	183	69	42	121	74
NFL MONDAY NIGHT FOOTBALL		A	13.8	.1	23	1248	1480	208	165	45	491	160	278	250	227	177	831	304	505	466	379	260	69	18^	90	64
MON 8.00P 237 ABC	3	B	14.7	.1	24	1326	1491	209	167	50	490	164	286	260	226	171	832	295	514	488	391	257	78	20	92	60
219 99 SE	4	C	15.7	.1	26	1424	1520	222	179	52	506	171	298	273	234	175	850	297	533	509	409	258	78	20	86	55
L.A. RAIDERS VS DENVER																										
8.00 - 8.30		A	11.4	.1	19	1031	1467	216	174	34^	548	171	298	272	247	208	751	235	421	405	345	273	73	19^	95	67
8.30 - 9.00		A	13.6	.1	22	1229	1512	217	173	38	504	156	289	259	240	178	807	283	475	447	354	272	79	22^	122	84
9.00 - 9.30		A	13.9	.1	22	1257	1515	212	171	41	489	161	285	247	225	170	847	293	509	477	390	269	73	18^	106	70
9.30 - 10.00		A	12.1	.2	19	1094	1494	216	176	49	488	164	291	261	231	159	837	310	524	486	386	248	66	15^	103	72
10.00 - 10.30		A	13.4	.1	21	1211	1474	191	151	48	463	152	260	235	221	170	839	309	515	477	387	259	70	18^	101	73
10.30 - 11.00		A	14.2	.1	22	1284	1477	196	153	50	471	160	261	234	214	175	852	330	527	475	387	261	67	22^	87	64
11.00 - 11.30		A	15.8	.2	27	1428	1461	208	163	51	488	164	275	247	219	177	848	328	526	471	387	254	64	18^	61	46
11.30 - 12.00		A	16.3	.2	33	1474	1438	208	162	45	483	153	270	253	227	177	846	328	527	478	388	247	58	15^	50	38
PERFECT STRANGERS(R)		A	9.1	.1	17	823	1578	274	215	94	736	248	413	361	290	285	403	143	258	244	176	124	148	74	292	185
FRI 8.00P 30 ABC	3	B	9.6	.1	18	871	1535	273	215	86	739	269	425	360	282	278	423	146	250	242	186	144	116	57	257	161
203 97 CS	31	C~	9.8	.1	20	886	1603	272	209	85	770	245	407	371	310	305	439	160	255	240	196	142	128	76	265	170
PERFECT STRANGERS-SU.(S,R)		A	11.2	.0	17	1012	1712	336	279	98	738	330	510	440	302	186	503	201	377	344	262	99	177	78	295	215
SUN 8.30P 30 ABC																										
212 97 CS																										
PRESIDENTIAL PORTRAIT		A	12.1	.3	19	1089	1410	322	246	79	846	243	426	400	379	365	429	125	204	204	191	197	47	29	87	51
TUE 9.52P 1 CBS	5	B	11.9	.3	19	1077	1431	333	254	76	844	248	448	435	400	330	422	127	217	205	196	176	71	40	93	56
210 99 DO	5	C	11.9	.3	19	1077	1431	333	254	76	844	248	448	435	400	330	422	127	217	205	196	176	71	40	93	56
THU 9.54P 1																										
REPORTERS		A	3.5	.0	7	316	1587	244	198	64^	671	202	365	334	296	263	617	213	376	349	295	195	106^	71^	193	122^
SAT 8.00P 60 FOX	3	B	3.8	.0	7	341	1502	283	229	69	667	202	377	331	308	248	594	241	393	348	271	160	91	52	150	90
127 86 DN	9	C~	3.6	.0	7	325	1502	297	234	75	689	209	400	353	338	254	623	248	426	388	303	157	86	36^	140	82
8.00 - 8.30		A	3.6	.0	7	325	1580	260	215	52^	661	208	382	336	298	250	612	219	384	361	303	177	100^	66^	207	133^
8.30 - 9.00		A	3.4	.0	6	307	1594	226	180	76^	681	195	347	331	294	276	623	207	368	335	285	214	112^	77^	178	111^
60 MINUTES		A	17.5	.2	29	1582	1532	294	203	45	766	167	310	328	335	397	651	145	309	330	326	283	42	16^	74	47
SUN 7.22P 60 CBS	3	B	16.6	.2	28	1501	1522	273	188	41	742	145	293	311	333	396	678	161	314	334	325	301	38	14	65	41
212 99 DN	55	C~	18.5	.1	33	1672	1531	279	188	41	771	142	297	315	351	414	687	155	311	329	332	317	37	15	50	28
7.00 - 7.30		A	14.4	.1	26	1302	1527	281	200	45	719	158	292	301	311	376	700	167	343	368	348	288	37	12^	71	43
7.30 - 8.00		A	17.8	.1	30	1609	1522	296	208	47	735	170	309	323	322	370	665	164	332	352	333	272	44	16^	78	49
CONT'D																										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
60 MINUTES-CONT'D																									
8.00 - 8.30	A	18.2	.2	29	1645	1547	294	198	44	820	166	317	343	358	439	617	113	270	290	312	296	40	17^	70	44
SPORTSBREAK-SAT	A	6.4	.1	12	579	1552	247	195	53^	654	179	371	365	331	246	611	200	369	344	273	202	92	34^	195	137
SAT 9.52P 1 CBS 2	B	6.1	.1	11	547	1518	283	212	56	715	184	376	368	359	284	562	161	305	286	267	213	80	34^	161	103
200 98 SN 2	C	6.1	.1	11	547	1518	283	212	56	715	184	376	368	359	284	562	161	305	286	267	213	80	34^	161	103
SPORTSBREAK-SUN	A	17.4	.6	28	1573	1601	311	251	74	789	244	444	407	355	303	645	214	403	370	320	205	72	27^	95	56
SUN 10.16P 1 CBS 1	B	17.4	.6	28	1573	1601	311	251	74	789	244	444	407	355	303	645	214	403	370	320	205	72	27^	95	56
210 99 SN 1	C	17.4	.6	28	1573	1601	311	251	74	789	244	444	407	355	303	645	214	403	370	320	205	72	27^	95	56
SUMMER OLYMPICS MONDAY(S)	A	19.3	.1	32	1745	1550	306	239	75	742	194	428	439	401	252	604	194	379	383	319	175	94	39	111	74
MON 7.30P 270 NBC																									
214 99 SE																									
7.30 - 8.00	A	13.1	.1	25	1184	1460	243	179	55	710	180	340	358	334	298	562	166	330	325	297	186	86	35^	102	63
8.00 - 8.30	A	16.3	.2	28	1474	1502	299	227	65	716	183	393	392	377	263	557	158	327	328	299	187	98	50	132	86
8.30 - 9.00	A	17.7	.2	28	1600	1526	308	241	69	727	184	416	425	396	250	547	168	328	329	287	176	102	45	149	104
9.00 - 9.30	A	21.3	.2	33	1926	1571	319	254	73	742	189	439	451	412	246	571	189	363	359	295	165	110	45	148	98
9.30 - 10.00	A	22.6	.1	35	2043	1571	316	253	81	743	198	443	452	402	243	594	195	380	388	313	164	112	45	122	80
10.00 - 10.30	A	22.5	.3	35	2034	1568	307	241	75	754	196	441	451	406	253	618	209	402	408	325	164	94	38	103	70
10.30 - 11.00	A	23.6	.2	37	2133	1573	314	244	75	756	201	446	454	413	246	649	216	417	424	344	172	82	33	87	60
11.00 - 11.30	A	21.0	.2	37	1898	1557	315	251	85	760	207	460	471	422	237	643	207	410	424	347	176	79	32	75	51
11.30 - 12.00	A	16.1	.2	33	1455	1528	293	228	85	726	193	418	435	400	247	650	211	403	412	344	195	71	31^	81	54
SUMMER OLYMPICS TUESDAY(S)	A	18.9	.2	34	1709	1542	260	205	73	658	180	390	391	351	219	706	233	462	458	375	185	89	30	88	45
TUE 7.30P 270 NBC																									
215 99 SE																									
7.30 - 8.00	A	13.0	.1	25	1175	1450	246	189	54	666	152	349	362	350	260	600	181	364	371	312	179	75	22^	108	70
8.00 - 8.30	A	16.3	.2	29	1474	1523	262	203	56	689	172	378	382	365	258	637	187	373	381	331	209	81	34	116	69
8.30 - 9.00	A	18.5	.2	32	1672	1545	261	208	62	670	178	391	384	357	233	683	203	420	426	370	205	87	38	105	60
9.00 - 9.30	A	20.1	.3	33	1817	1580	281	223	76	681	179	415	419	372	218	685	229	449	447	366	179	103	40	111	59
9.30 - 10.00	A	21.1	.2	34	1907	1585	286	226	86	684	187	420	413	371	219	700	229	461	462	380	180	100	33	101	46
10.00 - 10.30	A	21.7	.2	36	1962	1589	267	213	85	669	195	410	405	350	212	735	246	498	490	392	179	98	28	87	38
10.30 - 11.00	A	21.0	.2	36	1898	1557	248	194	77	636	177	386	390	345	202	753	253	509	498	404	181	91	24^	77	37
11.00 - 11.30	A	21.6	.2	40	1953	1527	242	191	73	618	182	373	380	328	194	770	271	524	512	403	187	85	24	54	23^
11.30 - 12.00	A	16.5	.2	38	1492	1491	244	197	79	625	189	372	373	327	198	748	272	509	496	392	176	73	23^	46	19^
SUMMER OLYMPICS WEDNESDAY(S)	A	17.2	.2	31	1555	1564	253	201	75	690	202	387	385	342	247	683	227	427	425	355	193	85	27^	105	63
WED 7.30P 270 NBC																									
215 99 SE																									
7.30 - 8.00	A	11.2	.1	22	1012	1441	241	191	54	661	164	321	339	314	284	606	203	372	378	295	176	75	28^	99	50
8.00 - 8.30	A	13.7	.2	25	1238	1545	258	207	54	707	196	379	376	339	268	645	200	382	384	322	209	73	30^	120	69
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
SUMMER OLYMPICS WEDNESDA-CONT'D																									
8.30 - 9.00	A	15.9	.3	27	1437	1584	238	194	72	697	208	392	374	335	251	697	217	424	438	368	206	79	23^	111	66
9.00 - 9.30	A	18.8	.2	31	1700	1604	257	205	84	724	216	418	414	359	246	657	215	409	415	349	184	95	34	128	79
9.30 - 10.00	A	20.1	.1	33	1817	1604	249	204	82	697	212	409	405	341	236	683	231	428	426	359	190	96	27	128	78
10.00 - 10.30	A	19.7	.2	33	1781	1558	254	201	75	684	202	383	381	339	248	680	224	422	414	359	195	94	27	100	61
10.30 - 11.00	A	19.9	.2	35	1799	1557	263	207	77	678	204	382	382	343	240	702	247	448	433	360	190	87	30	89	52
11.00 - 11.30	A	18.9	.2	37	1709	1579	262	208	84	693	206	394	393	352	242	719	247	461	454	372	195	82	25^	85	54
11.30 - 12.00	A	16.7	.2	39	1510	1542	247	190	75	659	193	371	370	341	232	721	242	465	459	378	194	76	18^	86	56
SUMMER OLYMPICS THURSDAY(S)	A	17.6	.2	31	1591	1570	265	211	70	689	193	401	400	356	231	685	209	435	436	378	193	92	39	104	66
THU 7.30P 270 NBC																									
215 99 SE																									
7.30 - 8.00	A	11.7	.1	23	1058	1466	238	186	56	681	185	358	352	324	259	572	161	335	355	310	188	97	46	116	70
8.00 - 8.30	A	14.2	.1	26	1284	1497	237	178	49	646	171	344	339	319	244	621	183	365	363	319	208	100	41	129	73
8.30 - 9.00	A	16.0	.2	27	1446	1557	242	181	60	670	201	370	358	322	240	657	200	399	394	346	208	102	46	128	78
9.00 - 9.30	A	19.0	.2	31	1718	1587	246	191	59	664	187	378	370	340	229	705	214	439	438	385	206	103	41	115	72
9.30 - 10.00	A	20.0	.2	32	1808	1602	259	205	72	693	186	411	415	377	222	683	208	438	445	384	184	105	48	121	82

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
10.00 - 10.30	A	21.2	.3	34	1916	1612	267	215	80	707	198	423	425	379	227	710	214	465	481	411	180	95	38	100	66
10.30 - 11.00	A	21.4	.3	36	1935	1609	285	235	82	723	207	441	437	378	228	701	215	463	466	399	179	91	36	94	62
11.00 - 11.30	A	18.5	.2	36	1672	1564	298	245	82	703	203	430	433	367	222	711	231	472	459	390	188	70	29	79	51
11.30 - 12.00	A	16.3	.2	37	1474	1577	292	242	77	700	190	416	432	371	227	743	230	473	466	415	209	65	28^	69	43
SUMMER OLYMPICS FRIDAY(S)	A	16.4	.2	32	1483	1588	257	201	71	700	194	400	397	362	239	690	208	423	430	373	208	70	28^	129	83
FRI 7.30P 273 NBC																									
215 99 SE																									
7.30 - 8.00	A	11.2	.1	24	1012	1527	220	161	55	648	143	307	340	309	266	632	195	365	379	322	204	77	36^	170	110
8.00 - 8.30	A	14.9	.2	30	1347	1545	237	183	54	635	168	333	329	308	246	704	215	422	424	372	225	64	30^	141	85
8.30 - 9.00	A	15.9	.2	30	1437	1568	250	193	58	665	188	365	354	329	239	704	209	412	419	369	232	59	26^	140	92
9.00 - 9.30	A	16.6	.2	30	1501	1610	263	206	64	693	196	394	389	353	239	712	216	424	446	379	223	69	28^	137	90
9.30 - 10.00	A	17.3	.2	31	1564	1613	248	193	68	698	194	399	406	364	236	729	220	439	456	392	226	64	24^	122	77
10.00 - 10.30	A	17.7	.1	31	1600	1626	261	208	76	726	194	424	424	392	241	689	198	422	440	378	206	74	22^	138	86
10.30 - 11.00	A	18.3	.2	33	1654	1625	282	222	81	747	211	438	425	391	250	678	191	426	427	382	200	78	27^	121	73
11.00 - 11.30	A	17.9	.2	35	1618	1592	272	214	83	731	216	440	435	383	232	664	201	427	423	372	185	76	33	120	78
11.30 - 12.00	A	17.8	.2	40	1609	1556	261	205	83	712	207	439	431	393	217	679	218	442	438	375	182	71	30	94	66
12.00 - 12.30	A	17.1	.2	41	1546	1548	268	213	88	725	222	456	438	397	214	664	226	449	429	358	167	69	27^	90	67
SUMMER OLYMPICS:SAT-1(S)	A	16.5	.2	32	1492	1720	293	238	73	742	213	434	426	378	255	735	247	465	452	369	216	94	34	150	105
SAT 7.30P 270 NBC																									
215 99 SE																									
7.30 - 8.00	A	11.7	.2	24	1058	1616	241	193	60	717	206	394	381	332	270	678	218	403	390	322	225	76	32^	144	96
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
SUMMER OLYMPICS:SAT-1(S)-CONT'D																									
8.00 - 8.30	A	14.2	.3	28	1284	1683	277	221	54	706	192	392	388	357	262	729	241	442	427	352	232	78	30^	170	110
8.30 - 9.00	A	16.5	.3	32	1492	1686	293	239	62	730	199	412	408	366	268	703	232	419	406	336	231	77	29^	176	119
9.00 - 9.30	A	17.8	.2	33	1609	1729	298	241	66	726	204	424	422	376	247	745	236	448	444	380	234	80	29^	178	128
9.30 - 10.00	A	18.2	.2	34	1645	1769	306	245	74	761	223	440	440	390	261	754	234	452	460	392	235	92	31	162	117
10.00 - 10.30	A	17.6	.2	32	1591	1791	305	245	79	785	213	455	454	415	276	743	226	458	458	387	226	108	38	156	114
10.30 - 11.00	A	18.4	.2	35	1663	1733	310	254	81	758	221	460	451	395	249	737	253	487	469	378	200	104	33	134	96
11.00 - 11.30	A	17.6	.3	35	1591	1701	298	247	85	735	222	452	432	375	240	739	277	516	488	373	179	106	40	120	84
11.30 - 12.00	A	16.8	.2	37	1519	1699	284	234	85	727	229	450	430	368	226	750	287	523	488	375	181	115	44	108	79
SUMMER OLYMPICS CLOSING(S)	A	12.3	.3	20	1112	1644	288	212	59	813	195	408	418	396	337	632	173	347	356	324	220	105	48	94	64
SUN 7.00P 213 NBC																									
214 99 SE																									
7.00 - 7.30	A	12.2	.2	22	1103	1574	243	184	47	757	169	349	342	347	360	616	164	337	334	330	224	105	58	96	63
7.30 - 8.00	A	12.8	.2	21	1157	1622	265	196	55	793	173	376	388	382	357	620	152	324	345	334	233	106	53	102	69
8.00 - 8.30	A	13.1	.3	21	1184	1676	286	211	52	814	196	409	426	398	330	625	165	346	362	329	218	124	54	112	81
8.30 - 9.00	A	13.6	.3	21	1229	1689	297	213	56	821	200	415	432	403	331	655	174	371	381	339	224	115	49	97	67

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
9.00 - 9.30	A	12.8	.3	19	1157	1672	305	224	64	825	208	429	435	408	330	635	193	367	356	308	209	109	42	103	70
9.30 - 10.00	A	11.8	.3	18	1067	1670	309	227	70	860	210	445	457	427	343	641	190	348	353	306	217	85	38^	84	56
10.00 - 10.30	A	9.9	.2	16	895	1631	322	237	77	842	220	448	463	425	313	641	177	340	367	331	220	87	39^	62	42^
10.30 - 11.00	A	8.6	.3	15	777	1617	309	227	74	817	221	438	442	400	293	653	168	348	376	345	224	92	44^	56^	37^
TRACEY ULLMAN SHOW(R)	A	3.7	.0	6	334	1605	282	249	117^	592	347	491	406	218	74^	619	377	522	372	212	91^	177	96^	217	115^
SUN 9.30P 30 FOX 3	B	4.4	.1	7	398	1585	300	265	114	661	361	532	411	248	107	551	342	471	358	179	63	161	85	212	133
130 88 CS 12	C~	4.3	.0	7	389	1617	310	281	113	649	341	502	390	239	132	543	329	476	351	193	55	184	96	216	143
20/20	A	15.4	.3	27	1392	1571	301	233	87	785	271	443	409	334	289	520	198	333	305	237	158	109	53	157	114
FRI 10.00P 60 ABC 3	B	12.3	.2	22	1115	1539	273	210	91	784	254	429	400	334	306	512	171	305	297	245	169	86	39	157	104
217 99 DN 52	C~	12.3	.2	23	1112	1570	293	217	82	798	220	415	427	395	317	570	164	328	336	294	193	81	41	110	74
10.00 - 10.30	A	15.4	.3	27	1392	1596	290	226	86	785	272	441	404	325	294	511	189	325	305	234	155	116	57	184	133
10.30 - 11.00	A	15.4	.2	28	1392	1547	311	240	87	784	269	445	415	344	283	530	206	342	305	239	161	101	50	131	95
21 JUMP STREET(R)	A	5.7	.0	10	515	1682	348	323	113	693	363	573	407	275	107	542	284	439	336	217	79^	207	106	240	145
SUN 7.00P 60 FOX 3	B	5.5	.0	10	500	1634	368	329	104	719	364	567	412	290	124	492	264	389	292	190	76	203	107	220	132
134 88 OP 55	C~	5.4	.0	10	488	1717	354	305	86	689	334	533	417	303	122	536	304	438	321	210	74	236	132	230	144
7.00 - 7.30	A	5.3	.0	9	479	1649	351	323	118	682	348	554	411	273	112	534	275	427	333	217	82^	200	100	233	132
7.30 - 8.00	A	6.2	.1	10	560	1682	339	318	107	691	370	580	397	272	101	540	288	442	332	214	75^	210	109	242	154
WHO'S THE BOSS?-SA.(S,R)	A	10.4	.0	20	940	1561	274	214	63	698	222	383	365	295	263	434	173	268	234	155	151	144	81	286	201
SAT 8.00P 30 ABC																									
204 97 CS																									
WHO'S THE BOSS?-SU.(S,R)	A	11.0	.1	18	994	1639	314	257	81	667	292	461	399	283	173	479	192	366	337	253	85	202	94	290	203
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY, TIME, DUR, NET, NO. OF T/C / #STNS, CVG%, TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
WHO'S THE BOSS?-SU.(S,R)-CONT'D																									
SUN 8.00P 30 ABC																									
211 97 CS																									
WISEGUY(R)	A	9.0	.2	16	814	1459	311	232	63	773	217	416	415	384	282	569	182	314	314	279	210	66	38^	52^	24^
WED 10.00P 60 CBS 3	B	9.9	.1	17	892	1470	297	227	60	768	219	421	405	365	283	565	188	321	315	265	198	76	32	61	30
210 99 OP 14	C~	10.8	.2	20	976	1550	284	220	71	765	230	424	406	368	280	597	204	344	336	282	196	88	37	108	68
10.00 - 10.30	A	8.9	.2	15	805	1467	319	242	68	780	214	416	420	387	287	564	182	308	311	271	209	69	42^	54^	25^
10.30 - 11.00	A	9.1	.1	16	823	1452	303	222	58	766	220	416	411	382	277	573	181	320	318	288	212	63	34^	50^	23^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																									
ABC WORLD NEWS TONIGHT	A	10.0	.0	20	908	222	155	759	143	291	306	346	406	538	104	224	247	272	264	25	15^	15^	26	16^	29
MON-FRI 6.30P 30 ABC 15	B	10.0	.0	20	906	218	152	740	136	286	302	340	394	554	113	236	255	274	269	26	17	18	24	15	25
217 98 N 263	C~	10.2	.1	20	922	231	165	770	144	302	323	362	404	559	124	245	269	269	259	25	23	22	33	21	20
ABC WRLD NEWS TONIGHT-SUN	A	6.2	.0	12	560	255	189	723	164	279	266	283	402	581	109	226	260	306	284	25^	19v	14v	37^	7v	53^
SUN 6.30P 30 ABC 2	B	6.6	.0	13	601	242	170	775	130	271	283	340	448	585	93	206	239	307	313	23^	12^	15^	26^	14^	32^
173 86 N 48	C~	6.2	.1	13	560	230	159	733	133	275	289	339	411	633	144	289	307	316	285	34	28	29	31	28	29
CBS EVENING NEWS-RATHER	A	9.8	.0	20	890	209	141	766	117	262	262	320	464	556	96	196	207	243	321	20^	14^	18^	29	12^	17^
MON-FRI 6.30P 30 CBS 10	B	10.0	.0	20	902	213	143	763	117	265	270	328	454	549	90	193	208	252	315	19	15	16	32	13^	20
216 99 N 10	C	10.0	.0	20	902	213	143	763	117	265	270	328	454	549	90	193	208	252	315	19	15	16	32	13^	20
CBS SAT. NEWS-SCHIEFFER	A	8.0	.1	18	723	181	109	803	84	185	201	285	578	570	65	122	133	217	416	25^	20^	20^	16^	7v	12v
SAT 6.30P 30 CBS 2	B	7.4	.1	16	669	173	113	773	88	183	200	264	549	600	67	141	156	245	424	24^	21^	22^	20^	9^	10^
166 92 N 2	C	7.4	.1	16	669	173	113	773	88	183	200	264	549	600	67	141	156	245	424	24^	21^	22^	20^	9^	10^
NBC NIGHTLY NEWS	A	9.6	.0	21	866	210	150	709	132	283	301	328	365	573	126	272	287	289	247	26	20^	22	28	14^	17^
MON-FRI 6.30P 30 NBC 5	B	9.6	.0	21	866	210	150	709	132	283	301	328	365	573	126	272	287	289	247	26	20^	22	28	14^	17^
189 94 N 5	C	9.6	.0	21	866	210	150	709	132	283	301	328	365	573	126	272	287	289	247	26	20^	22	28	14^	17^
NBC NIGHTLY NEWS-SUN(B)	A	6.1	.0	12	551	228	154	802	115	277	295	367	463	595	104	264	269	317	278	26^	52^	30^	10v	10v	23^
SUN 6.30P 30 NBC																									
145 69 N																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. / #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																									
ABC NEWS:NIGHTLINE	A	4.5	.1	12	402	1362	241	194	170	85	689	210	355	330	363	309	72	564	195	336	303	342	323	31	16^
TUE-FRI 11.30P 30 ABC 12	B	5.2	.1	14	468	1388	230	179	165	84	699	204	345	318	362	312	69	587	197	351	325	363	340	28^	16^
211 98 N 207	C~	5.3	.0	16	479	1409	252	186	191	67	721	177	358	338	399	349	63	582	176	326	297	363	338	25	22
ABC NEWS:NIGHTLINE-MON.	A	3.4	.1	14	307	1155	197	145^	171	31v	484	118^	217	207	234	225	89^	605	266	424	389	447	406	14v	26v
MON 12.28A 30 ABC 3	B	3.7	.1	14	335	1265	193	142	158	39^	563	147	243	231	264	244	80	624	230	385	359	414	379	22^	13^
212 98 N 4	C	3.8	.1	14	346	1272	206	150	168	38	575	142	260	251	285	262	71	619	215	389	368	419	389	24^	12^
12.00 - 12.30	A	3.8	.1	14	344	1236	187	133^	154	27v	494	114^	204	195	223	215	119^	659	279	469	425	474	420	25v	24v
12.30 - 1.00	A	3.3	.0	14	298	1173	202	149^	176	32v	493	121^	223	213	240	230	89^	614	270	430	395	454	414	13v	27v
ABC NEWS:NIGHTLINE-TUE	A	3.7	.0	13	334	1260	183	141	111^	69^	702	161	288	260	301	260	57^	507	158	265	246	293	270	22v	7v
TUE 12.00M 12 ABC 2	B	4.8	.2	23	433	1380	231	173	169	78	651	185	327	301	346	299	61	644	240	396	381	421	379	5v	11v
213 98 N 13	C	4.4	.1	19	386	1349	220	158	166	63	653	169	326	309	362	323	70	607	199	356	334	389	359	23^	15^
ABC WEEKEND REPORT-SAT.	A	1.6	.0	4	145	1369	241^	185^	180^	82^	654	220^	395	313^	355	355	81^	571	263^	352	305^	324	308^	40v	34v
SAT 11.30P 15 ABC 3	B	1.8	.0	5	166	1428	213	171	151	112	674	219	380	342	369	300	90^	567	225	373	344	362	326	46^	32^
139 76 N 53	C~	2.0	.1	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.	A	1.9	.0	9	172	1518	313	245^	226^	194^	845	344	531	456	542	451	55v	593	203^	431	397	402	396	15v	30v
SUN 1.00A 15 ABC 3	B	1.9	.1	8	169	1428	309	242	229	151	761	265	455	385	464	409	64^	512	192	387	360	382	369	41^	31^
151 81 N 53	C~	2.1	.0	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CBS LATE NIGHT I	A	3.4	.0	11	304	1350	274	224	214	96	762	248	438	402	461	414	77	489	167	300	281	310	264	22^	23^
MON 11.30P 64 CBS 10	B	3.2	.0	11	287	1336	276	221	214	102	744	253	435	392	453	405	76	491	179	306	284	315	276	29^	23^
155 78 FF 10	C	3.2	.0	11	287	1336	276	221	214	102	744	253	435	392	453	405	76	491	179	306	284	315	276	29^	23^
TUE-THU 11.30P 66																									
FRI 11.30P 72																									
11.30 - 12.00	A	3.5	.0	10	315	1342	283	234	220	100	762	251	442	404	461	413	64	479	157	289	272	301	261	20^	23^
12.00 - 12.30	A	3.3	.0	13	302	1352	266	216	210	93	762	245	435	399	460	415	86	495	174	308	288	317	265	22^	23^
12.30 - 1.00	A	3.0	.1	13	273	1340	259	201	204	84	738	240	419	392	451	404	95	497	175	311	286	312	259	27^	27^
CBS LATE NIGHT II	A	2.2	.1	12	201	1293	272	218	220	79^	710	243	427	396	450	412	90^	486	176	307	283	314	262	27^	20v
MON 12.34A 49 CBS 10	B	2.1	.1	11	194	1300	280	225	227	96	712	262	443	398	456	416	84	478	188	311	286	318	278	40^	24^
155 78 FF 10	C	2.1	.1	11	194	1300	280	225	227	96	712	262	443	398	456	416	84	478	188	311	286	318	278	40^	24^
TUE&THU 12.36A 47																									
WED 12.36A 46																									
FRI 12.42A 46																									
12.30 - 1.00	A	2.4	.1	12	219	1304	271	216	217	79^	725	241	431	401	452	413	83^	486	170	300	278	307	259	23^	19v
1.00 - 1.30	A	2.0	.1	12	183	1289	276	221	225	78^	696	247	426	393	450	414	100^	489	185	317	291	324	268	31^	21v
CBS NEWS NIGHTWATCH-1	A	0.8	.0	7	71	1079	206^	153^	184^	49v	588	139^	294	260^	309	301	57v	428	121^	202^	185^	243^	203^	<<	7v
M-THSU 2.00A 30 CBS 10	B	0.8	.0	7	71	1190	234	168^	183^	76^	645	172^	349	310	369	342	81^	451	145^	229	205	256	209	14v	13v
46 52 N 10	C	0.8	.0	7	71	1190	234	168^	183^	76^	645	172^	349	310	369	342	81^	451	145^	229	205	256	209	14v	13v
CBS NEWS NIGHTWATCH-2	A	0.8	.0	9	71	1111	266	203^	219^	70^	642	186^	360	327	377	347	68^	416	135^	214^	186^	236^	196^	<<	<<
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 26–OCT. 2, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
CBS NEWS NIGHTWATCH-2-CONT'D																									
M-THSU 2.30A 30 CBS 10	B	0.8	.0	9	74	1176	257	198	205	94^	657	227	398	366	419	363	88^	447	163^	254	232	275	220	19v	9v
63 64 N 10	C	0.8	.0	9	74	1176	257	198	205	94^	657	227	398	366	419	363	88^	447	163^	254	232	275	220	19v	9v
CBS NEWS NIGHTWATCH-3	A	0.8	.0	14	75	1046	260	193^	191^	66^	632	169^	339	313	348	314	45v	348	127^	175^	160^	204^	175^	<<	<<
MON 3.00A 125 CBS 10	B	0.8	.0	13	71	1123	257	186^	194	90^	678	214	390	368	411	347	54^	377	144^	208	197	242	208	12v	LT
80 73 N 10	C	0.8	.0	13	71	1123	257	186^	194	90^	678	214	390	368	411	347	54^	377	144^	208	197	242	208	12v	LT
TUE 3.00A 144																									
WED&THU 3.00A 120																									
SUN 3.00A 180																									
3.00 - 3.30	A	0.9	.0	3	80	1078	246	197^	195^	72^	602	171^	341	315	354	314	65^	393	137^	202^	187^	234	190^	11v	<<
3.30 - 4.00	A	0.8	.0	14	76	1021	231^	178^	174^	67^	602	166^	325	299	332	297	45v	349	139^	189^	174^	211^	180^	<<	<<
4.00 - 4.30	A	0.8	.0	15	76	1004	246	182^	177^	72^	633	175^	346	318	353	315	37v	301	125^	163^	148^	192^	169^	<<	<<
4.30 - 5.00	A	0.8	.0	16	74	1027	255	171^	177^	64^	624	158^	322	297	335	301	31v	333	115^	152^	137^	186^	170^	<<	<<
5.00 - 5.30	A	0.8	.1	16	73	1020	307	224	223	39v	673	147^	344	326	345	323	40v	335	88^	129^	113^	172^	148^	<<	<<
5.30 - 6.00	A	0.8	.0	15	72	980	391^	275^	270^	38v	660	174^	315^	277^	310^	310^	42v	321^	113v	148v	148v	149v	107v	<<	<<
CBS NEWS NIGHTWATCH-3(B)	A	0.4	.0	7	36	1175^	289v	261v	195v	150v	560^	239v	375^	375^	377^	227v	41v	341^	176v	217v	217v	220v	179v	<<	<<

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
MON 5.05A 55 CBS																									
64 57 N																									
5.00 - 5.30	A	0.5	.0	10	45	1013^	242v	197v	142v	120v	499^	199v	319^	319^	319^	199v	<<	294^	127v	136v	136v	141v	127v	<<	<<
5.30 - 6.00	A	0.4	.0	7	36	1100^	277v	273v	209v	150v	507^	230v	355^	355^	359^	209v	61v	319^	191v	256v	256v	256v	195v	<<	<<
CBS NEWS NIGHTWATCH-3(B)	A	0.6	.0	11	54	850^	216^	165v	165v	49v	557^	107v	229^	229^	232^	183v	<<	294^	55v	166v	166v	205v	205v	<<	<<
TUE 5.24A 36 CBS																									
63 56 N																									
5.00 - 5.30	A	0.6	.0	12	54	840^	161v	128v	128v	49v	549^	93v	177v	177v	191v	142v	<<	291^	47v	131v	131v	176v	176v	<<	<<
5.30 - 6.00	A	0.6	.0	11	54	853^	227^	173v	173v	49v	559^	110v	240^	240^	240^	191v	<<	294^	57v	173v	173v	210v	210v	<<	<<
CBS NEWS NIGHTWATCH-3(B)	A	0.7	.0	13	63	931	349^	270^	304^	<<	619^	114v	353^	353^	395^	395^	<<	272^	113v	171v	171v	209^	209^	<<	<<
WED 5.00A 60 CBS																									
66 59 N																									
5.00 - 5.30	A	0.7	.0	13	63	950	344^	276^	314^	<<	623^	113v	366^	366^	418^	418^	<<	287^	127v	167v	167v	211^	211^	<<	<<
5.30 - 6.00	A	0.7	.0	12	63	913	353^	264^	295^	<<	615^	115v	341^	341^	371^	371^	<<	257^	98v	175v	175v	207^	207^	<<	<<
CBS NEWS NIGHTWATCH-3(B)	A	0.5	.0	9	45	825^	175v	79v	79v	60v	540^	60v	169v	168v	184v	127v	34v	255^	106v	152v	152v	200v	166v	<<	<<
THU 5.00A 60 CBS																									
66 59 N																									
5.00 - 5.30	A	0.6	.0	12	54	873	155v	52v	52v	51v	530^	53v	153v	151v	179v	131v	56v	294^	138v	165v	165v	205v	149v	<<	<<
5.30 - 6.00	A	0.4	.0	7	36	752^	206v	121v	121v	72v	554^	72v	193v	193v	193v	121v	<<	197v	59v	133v	133v	191v	191v	<<	<<
CBS SUNDAY NEWS	A	2.6	.1	11	235	1474	290	220	251	46v	871	210	453	419	489	478	60^	558	167^	300	285	330	297	23v	<<
SUN 12.22A 15 CBS 2	B	2.8	.1	7	249	1418	293	223	237	59^	835	179	426	403	476	444	64^	536	155	264	255	305	270	26^	5v
CONT'D																									

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PROGRAM NAME / DAY TIME DUR NET NO. / #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
CBS SUNDAY NEWS-CONT'D																									
110 61 N 2	C	2.8	.1	7	249	1418	293	223	237	59^	835	179	426	403	476	444	64^	536	155	264	255	305	270	26^	5v
12.00 - 12.30	A	2.8	.1	11	253	1456	290	217	249	46^	847	207	443	408	477	466	72^	560	178^	301	284	326	282	22v	<<
12.30 - 1.00	A	2.4	.1	10	217	1480	287	222	251	46v	893	211^	461	428	500	488	44v	547	150^	296	283	332	313	24v	<<
G MICHAELS SPORTS MACHINE	A	1.5	.0	5	136	1335	339^	262^	232^	52v	699	94^	389	389	452	400	167^	593	222^	350	330^	458	353	43v	<<
SUN 11.30P 15 NBC 1	B	1.5	.0	5	136	1335	339^	262^	232^	52v	699	94^	389	389	452	400	167^	593	222^	350	330^	458	353	43v	<<
91 57 SC 53	C~	1.9	.0	6	172	1491	281	231	231	93	598	198	413	377	417	365	197	738	353	539	491	540	441	59	34^
LATE SHOW-FOX	A	1.0	.0	4	94	1256	283	239	181^	134^	625	304	404	377	408	310	196^	507	314	395	333	352	270	59^	31v
MON-FRI 12.00M 60 FOX 15	B	1.1	.0	4	96	1253	277	232	188	126^	621	310	422	407	427	329	152	497	289	393	354	384	320	61^	30^
112 80 GV 264	C~	1.4	.0	4	127	1472	286	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^	62^
12.00 - 12.30	A	1.1	.0	4	99	1288	295	245	185^	135^	623	301	409	377	411	320	201	526	317	408	351	369	281	64^	34v
12.30 - 1.00	A	0.9	.0	4	85	1273	281	241	183^	139^	653	321	415	393	422	311	198^	507	324	398	326	347	267	55^	29v
SUMMER OLYMPICS MON LATE(S) MON 12.30A 120 NBC 215 99 SE	A	6.8	.2	30	615	1397	283	234	222	76	644	212	406	393	435	383	105	663	241	451	426	481	425	32^	13v
12.30 - 1.00	A	8.8	.2	29	796	1436	272	223	219	66	685	206	407	396	444	397	85	658	242	443	416	476	440	30^	15^
1.00 - 1.30	A	7.9	.3	32	714	1413	277	227	210	76	639	202	403	390	427	376	105	693	249	465	437	503	450	31^	12v
1.30 - 2.00	A	5.8	.3	29	524	1377	310	261	242	85^	631	228	426	413	449	390	121	651	239	454	434	481	407	37^	12v
2.00 - 2.30	A	4.7	.2	29	425	1322	279	236	224	83^	592	221	382	368	415	359	124	635	229	438	413	455	381	34^	14v
SUMMER OLYMPICS TUE LATE(S) TUE 12.30A 122 NBC 215 99 SE	A	7.4	.3	33	669	1370	227	186	180	85	603	192	357	329	381	336	116	718	299	497	465	507	435	22^	11v
12.30 - 1.00	A	9.5	.3	33	859	1383	238	189	193	72	621	190	351	325	379	342	99	712	261	474	445	496	438	25^	9v
1.00 - 1.30	A	7.7	.3	32	696	1388	241	196	193	81	613	206	368	335	386	348	108	727	298	500	467	512	449	25^	10v
1.30 - 2.00	A	6.8	.3	34	615	1375	209	177	162	92	597	195	365	331	381	333	125	734	321	518	483	519	439	16v	11v
2.00 - 2.30	A	5.7	.3	35	515	1334	213	180	162	102	575	177	348	328	384	316	141	706	338	511	480	510	415	19v	15v
2.30 - 3.00	A	5.1	.3	36	461	1291	215	187	162	100^	546	172	318	298	362	295	144	694	330	490	458	492	402	22v	13v
SUMMER OLYMPICS WED LATE(S) WED 12.30A 135 NBC 215 99 SE	A	7.6	.2	35	687	1458	245	201	208	58^	642	187	388	375	433	400	108	696	246	476	446	494	433	33^	18^
12.30 - 1.00	A	9.9	.2	33	895	1493	238	188	194	65	661	187	380	366	428	386	96	697	245	471	436	485	439	35^	13^
1.00 - 1.30	A	8.7	.3	35	786	1479	252	206	210	69	665	195	396	382	438	396	95	695	235	471	443	489	440	33^	20^
1.30 - 2.00	A	6.9	.3	33	624	1426	250	207	214	56^	626	198	378	363	420	392	104	679	234	465	441	483	422	33^	22^
2.00 - 2.30	A	5.9	.3	36	533	1423	249	212	220	43^	617	178	400	388	444	424	135	699	262	482	452	503	417	30^	21v
2.30 - 3.00	A	5.7	.2	40	515	1396	227	189	208	33^	583	156	390	379	434	418	136	720	269	513	483	535	448	31^	16v
SUMMER OLYMPICS THU LATE(S) THU 12.30A 120 NBC CONT'D	A	7.0	.2	31	633	1410	265	207	214	66^	659	177	366	355	424	375	125	677	261	480	439	485	424	32^	8v

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PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
SUMMER OLYMPICS THU LATE-CONT'D																									
215 99 SE																									
12.30 - 1.00	A	8.4	.1	29	759	1453	269	213	213	64	708	189	389	371	435	402	104	644	210	429	396	451	402	34^	16^
1.00 - 1.30	A	7.1	.2	30	642	1409	262	204	212	57^	659	169	362	354	424	386	123	664	251	466	426	472	414	35^	11v
1.30 - 2.00	A	6.6	.2	32	597	1379	271	212	225	60^	629	173	358	353	417	365	134	696	301	515	473	511	441	31^	2v
2.00 - 2.30	A	6.0	.3	36	542	1360	249	192	202	85^	611	171	341	333	408	330	144	707	297	522	470	512	443	28^	<<
SUMMER OLYMPICS FRI LATE(S)	A	8.6	.2	33	777	1510	271	221	220	76	661	202	427	406	459	415	109	706	275	516	491	540	476	43^	36^
FRI 12.33A 120 NBC																									
215 99 SE																									
12.30 - 1.00	A	11.0	.2	33	994	1525	265	211	206	83	696	204	435	412	465	418	108	684	259	474	447	497	434	40^	37^
1.00 - 1.30	A	10.1	.2	35	913	1519	278	231	228	78	667	203	429	411	461	416	100	704	262	502	482	531	471	51	35^
1.30 - 2.00	A	8.3	.3	34	750	1514	270	226	219	75	657	207	432	412	463	416	117	708	284	530	505	552	486	47^	35^
2.00 - 2.30	A	5.8	.2	31	524	1422	263	207	222	62^	585	186	391	369	426	394	113	720	302	569	540	586	520	26^	39^
2.30 - 3.00	A	5.1	.2	30	461	1337	253	193	219	54^	534	189	364	345	406	377	83^	693	267	543	525	578	531	29^	29^
SUMMER OLYMPICS:SAT-2(S)	A	15.3	.2	40	1383	1638	270	229	215	102	680	225	435	398	447	411	134	754	304	542	515	563	498	72	46
SAT 12.00M 65 NBC																									

215 99 SE																									
12.00 - 12.30	A	15.7	.1	38	1419	1654	271	228	215	99	691	226	439	402	452	420	126	752	297	536	511	561	496	72	44
12.30 - 1.00	A	14.9	.2	40	1347	1642	271	232	218	105	677	225	434	397	446	408	141	763	313	553	523	570	504	73	49
1.00 - 1.30	A	14.4	.2	42	1302	1606	271	233	215	110	668	233	433	397	441	395	144	755	316	552	523	571	499	68	46
SUMMER OLYMPICS SAT. LATE(S)	A	6.7	.2	33	606	1423	275	219	220	86	608	189	375	351	407	365	129	660	279	470	440	487	424	52^	37^
SAT 1.35A 85 NBC																									
216 99 SE																									
1.30 - 2.00	A	7.3	.2	30	660	1420	282	222	220	93	633	199	384	357	402	358	110	629	254	430	411	458	408	54^	42^
2.00 - 2.30	A	6.7	.2	32	606	1406	268	212	210	89	597	195	369	342	400	354	128	646	279	463	437	481	418	53^	33^
2.30 - 3.00	A	6.3	.2	36	570	1423	270	221	227	74^	586	171	366	350	412	378	146	694	299	508	465	512	439	49^	35^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 26–OCT. 2, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																									
ABC WORLD NEWS-MORN-615A	A	1.4	.0	14	123	45^	254	213	609	201	374	390	352	192	542	91^	355	375	406	137^	<<	<<	31v	<<	24v
MON-FRI 6.15A 15 ABC 15	B	1.4	.0	14	129	49^	253	228	576	199	398	402	330	146	503	96^	330	335	360	141	<<	12v	19v	25^	33^
139 81 N 264	C~	1.3	.0	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145	17v	17v	15v	15v	18v
ABC WORLD NEWS-MORN-645A	A	2.3	.0	16	212	41^	258	203	622	235	392	399	298	191	504	89	329	375	370	120	10v	11v	37^	31^	56^
MON-FRI 6.45A 15 ABC 15	B	2.5	.0	16	226	46^	260	213	614	239	418	410	296	167	477	98	309	331	322	128	15^	17^	25^	31^	45^
182 92 N 263	C~	2.2	.0	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150	25^	25^	18^	26^	31^
CBS MORNING NEWS- 6:30AM	A	1.1	.0	11	103	36v	283	192	620	172^	339	319	326	251	413	75^	198	216	269	181	21v	7v	38v	44^	73^
MON-FRI 6.30A 30 CBS 10	B	1.1	.0	10	96	49^	307	225	622	179	375	347	338	224	410	91^	219	230	263	150	28^	10v	28^	34^	52^
136 83 N 10	C	1.1	.0	10	96	49^	307	225	622	179	375	347	338	224	410	91^	219	230	263	150	28^	10v	28^	34^	52^
CBS THIS MORNING-1	A	2.6	.0	12	233	41^	216	137	651	137	280	297	310	320	494	93	205	209	230	253	15v	6v	45^	31^	53^
MON-FRI 7.30A 30 CBS 10	B	2.5	.0	12	223	42^	220	145	651	134	291	310	314	310	478	92	208	215	233	236	17^	7v	33^	25^	40^
201 98 N 10	C	2.5	.0	12	223	42^	220	145	651	134	291	310	314	310	478	92	208	215	233	236	17^	7v	33^	25^	40^
CBS THIS MORNING-2	A	2.4	.0	12	215	40^	165	99	712	117	256	267	338	402	428	41^	146	158	205	251	<<	6v	34^	15^	21^
M-WF 8.30A 30 CBS 9	B	2.4	.0	11	215	47^	150	104	701	132	271	267	315	386	443	45^	155	175	224	251	<<	6v	25^	21^	23^
202 98 N 9	C	2.4	.0	11	215	47^	150	104	701	132	271	267	315	386	443	45^	155	175	224	251	<<	6v	25^	21^	23^
CBS THIS MORNING-2(B)	A	2.8	.0	13	253	22v	142^	86^	702	75^	244	308	338	385	450	56^	147^	190	222	250	2v	10v	41v	18v	21v
THU 8.30A 30 CBS																									
178 82 N																									
GOOD MORNING, AMERICA-730	A	3.8	.0	18	344	61	254	193	698	188	343	372	360	290	423	73	205	227	234	185	19^	5v	15^	18^	12^
M-WF 7.30A 30 ABC 14	B	4.0	.0	19	360	64	242	189	694	180	364	389	372	274	425	81	214	233	236	178	17^	9^	14^	17^	16^
218 99 N 262	C~	4.0	.0	20	362	57	256	192	697	169	376	390	374	276	420	93	208	224	218	188	11^	8^	20^	24^	29
GOOD MORNING, AMERICA-730(B)	A	3.9	.0	18	353	53^	249	197	730	174	375	399	379	296	425	68^	186	202	249	215	21v	29v	20v	14v	18v
THU 7.30A 30 ABC																									
193 82 N																									
GOOD MORNING, AMERICA-830	A	3.8	.0	18	341	103	231	192	795	217	397	388	371	346	295	51	126	137	149	148	9^	14^	20^	13^	11^
M-WF 8.30A 30 ABC 14	B	3.9	.0	19	354	89	221	180	780	193	382	396	395	337	321	67	147	157	166	149	11^	10^	19^	21^	18^
215 99 N 262	C~	4.1	.0	19	371	76	206	161	756	165	367	380	399	338	365	73	156	177	191	167	8^	8^	24^	23^	28
GOOD MORNING, AMERICA-830(B)	A	3.9	.0	17	353	72^	229	181	805	160	406	396	437	350	368	62^	121^	122^	158	228	9v	14v	20v	19v	4v
THU 8.30A 30 ABC																									
181 79 N																									
NBC NEWS AT SUNRISE	A	1.6	.0	21	146	83^	261	209	552	154	375	401	338	118^	552	151	356	373	356	134	26v	28v	24v	30v	43^
MON-FRI 6.00A 30 NBC 5	B	1.6	.0	21	146	83^	261	209	552	154	375	401	338	118^	552	151	356	373	356	134	26v	28v	24v	30v	43^
177 93 N 5	C	1.6	.0	21	146	83^	261	209	552	154	375	401	338	118^	552	151	356	373	356	134	26v	28v	24v	30v	43^
SUMMER OLYMPICS MON-AM(S)	A	4.9	.2	27	443	44^	169	117	595	141	297	318	310	236	473	144	295	303	257	136	29^	9v	48^	55^	67^
MON 7.00A 180 NBC																									
215 99 SE																									
7.00 - 7.30	A	3.1	.0	25	280	27v	247	179	571	130^	352	362	351	167	516	139^	327	369	316	126^	40v	12v	39v	12v	50^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING CONT'D																									
SUMMER OLYMPICS MON-AM(S)-CONT'D																									
7.30 - 8.00	A	4.5	.1	28	407	23v	202	144	583	153	339	330	305	198	480	130	284	326	269	134	60^	9v	43^	51^	81^
8.00 - 8.30	A	5.1	.1	27	461	33^	160	110	553	147	302	290	280	207	501	172	319	329	257	126	59^	10v	62^	60^	84^
8.30 - 9.00	A	5.6	.2	28	506	54^	162	121	611	155	314	331	302	244	468	127	298	303	269	139	17v	12v	49^	65^	71^
9.00 - 9.30	A	5.5	.2	27	497	59^	153	101	625	137	279	330	331	268	474	159	299	287	243	143	5v	10v	41^	65^	57^
9.30 - 10.00	A	5.4	.2	26	488	60^	134	85^	630	128	240	294	319	302	436	142	266	251	225	148	7v	4v	50^	61^	59^
SUMMER OLYMPICS TUE-AM(S)	A	5.0	.0	27	452	76^	224	170	627	151	349	382	364	220	423	123	241	258	231	138	35^	10v	55^	34^	61^
TUE 7.00A 180 NBC																									
215 99 SE																									
7.00 - 7.30	A	4.2	.1	30	380	75^	233	177	585	145	365	379	350	183	517	144	314	364	321	136	30v	23v	18v	21v	36^
7.30 - 8.00	A	5.0	.1	30	452	49^	261	195	600	158	379	393	348	181	409	125	252	290	226	107	58^	18v	38^	26^	56^
8.00 - 8.30	A	5.8	.1	30	524	65^	251	192	623	155	370	390	372	202	372	95	198	232	210	124	49^	11v	81^	47^	94
8.30 - 9.00	A	5.5	.1	27	497	84^	229	183	647	157	367	404	376	225	404	115	217	223	204	151	23^	5v	79^	51^	90^
9.00 - 9.30	A	5.1	.1	25	461	96^	186	141	641	151	325	374	369	244	429	131	245	235	229	149	20v	3v	55^	32^	47^
9.30 - 10.00	A	4.7	.0	23	425	81^	166	114	618	127	258	321	340	273	403	129	227	213	204	153	25v	3v	42^	17v	23v
SUMMER OLYMPICS WED-AM(S)	A	4.8	.1	25	434	65^	221	173	634	171	357	372	334	225	427	142	271	257	207	134	26v	20v	40^	28^	36^
WED 7.00A 180 NBC																									
215 99 SE																									
7.00 - 7.30	A	3.5	.1	25	316	62^	264	218	565	118^	353	385	341	164	523	120^	338	381	347	134^	40^	55^	18v	18v	15v
7.30 - 8.00	A	4.5	.2	26	407	70^	244	190	590	160	373	382	316	175	439	128	286	302	237	123	52^	38^	11v	32^	18v
8.00 - 8.30	A	5.2	.1	25	470	52^	234	179	608	156	347	348	333	213	399	164	265	235	166	118	37^	23v	47^	28^	40^
8.30 - 9.00	A	5.7	.1	27	515	66^	220	176	625	174	349	360	345	231	417	152	258	227	179	144	18v	11v	46^	24^	39^
9.00 - 9.30	A	4.9	.1	23	443	78^	193	151	692	209	367	386	331	263	398	120	241	221	195	142	13v	7v	64^	33^	55^
9.30 - 10.00	A	5.1	.0	24	461	63^	180	136	690	188	346	369	331	277	408	151	257	218	168	140	5v	2v	42^	31^	42^
SUMMER OLYMPICS THU-AM(S)	A	5.0	.1	23	452	64^	230	175	651	182	356	367	333	238	472	130	269	269	252	172	26^	16v	44^	29^	46^
THU 7.00A 180 NBC																									
214 99 SE																									
7.00 - 7.30	A	3.6	.0	25	325	28v	278	193	561	129^	331	359	344	183	481	98^	243	274	296	183	25v	41^	26v	16v	35v
7.30 - 8.00	A	4.8	.2	26	434	38^	266	205	612	164	362	375	341	201	477	116	263	292	270	168	63^	26v	29^	23v	43^
8.00 - 8.30	A	4.9	.2	22	443	58^	259	205	628	181	367	369	334	211	463	116	263	286	261	167	42^	15v	48^	36^	72^
8.30 - 9.00	A	5.2	.2	22	470	80^	240	181	651	209	366	372	324	226	459	131	281	268	266	157	21v	6v	50^	32^	54^
9.00 - 9.30	A	5.8	.1	24	524	76^	190	139	690	186	345	363	341	274	436	131	250	229	212	165	8v	7v	41^	30^	37^
9.30 - 10.00	A	6.0	.2	23	542	85^	161	129	679	189	337	346	303	282	484	160	284	257	214	184	<<	7v	57^	32^	34^
SUMMER OLYMPICS FRI-AM(S)	A	4.5	.1	24	407	69^	202	152	610	143	328	354	344	226	460	151	266	255	226	168	28v	8v	43^	29^	37^
FRI 7.00A 180 NBC																									
215 99 SE																									
7.00 - 7.30	A	3.2	.1	22	289	51^	247	198	591	118^	384	403	368	171	518	128^	315	321	326	157^	43^	12v	38v	27v	51^
CONT'D																									

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PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING CONT'D																									
SUMMER OLYMPICS FRI-AM(S)-CONT'D																									
7.30 - 8.00	A	4.2	.1	24	380	65^	226	185	587	122^	363	366	356	193	462	144	272	262	228	163	77^	18v	37^	41^	51^
8.00 - 8.30	A	4.8	.1	24	434	69^	217	157	611	140	323	342	351	230	472	154	262	244	230	188	35^	7v	52^	35^	49^
8.30 - 9.00	A	4.8	.1	24	434	69^	210	156	614	140	309	343	330	244	462	164	281	270	224	156	16v	3v	31^	34^	29^
9.00 - 9.30	A	4.7	.1	24	425	84^	189	138	649	157	317	356	364	259	442	149	242	238	202	173	7v	<<	44^	10v	19v
9.30 - 10.00	A	5.0	.2	25	452	73^	154	112	635	177	316	353	327	251	453	168	256	236	194	175	4v	7v	56^	30^	30^

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SEP. 26–OCT. 2, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
ABC AFTERSCHOOL SPECIAL(S,R)	A	5.9	.2	18	533	69^	234	177	170	751	265	452	345	402	335	242	249	84^	29^	107	81^	48^	84^	42^	90
THU 4.00P 60 ABC																									
178 89 FV																									
TERRIBLE THINGS MOTHER TOLD ME																									
4.00 - 4.30	A	5.7	.2	19	515	75^	228	170	160	775	277	460	354	419	342	250	246	79^	19v	97	71^	36^	74^	43^	66^
4.30 - 5.00	A	6.1	.2	18	551	64^	239	183	179	730	253	445	336	386	329	234	253	88	38^	116	89	60^	94	42^	112
ALL MY CHILDREN	A	6.9	.7	25	620	126	252	230	145	838	384	610	481	512	327	196	247	60	18^	30^	28^	33	44	42	35
MON-FRI 1.00P 60 ABC 15	B	6.9	.8	24	622	126	242	216	140	844	384	600	474	512	336	206	264	62	17^	26	23	31	51	49	33
222 99 DD 262	C~	7.3	.6	24	660	140	238	210	151	835	376	574	458	499	340	211	256	68	17	50	37	54	65	65	50
1.00 - 1.30	A	6.4	.6	23	580	126	252	230	143	830	381	602	476	504	322	199	243	60	20^	31^	29^	32	46	44	34
1.30 - 2.00	A	7.3	.7	26	658	127	253	231	147	847	389	619	487	521	331	194	251	60	17^	28	26^	33	43	40	36
AMERICAN TREASURY	A	4.3	.2	15	386	110	201	154	134	881	283	460	339	385	356	375	245	135	15^	21^	21^	41	47	52	37^
MWF 3.58P 1 CBS 6	B	4.5	.3	15	402	114	198	155	135	875	269	443	321	371	345	383	247	122	16^	28^	19^	34^	50	49	35^
204 95 DO 6	C	4.5	.3	15	402	114	198	155	135	875	269	443	321	371	345	383	247	122	16^	28^	19^	34^	50	49	35^
ANOTHER WORLD	A	4.4	.4	16	396	89	158	133	127	841	255	453	352	405	343	336	266	99	10v	39^	35^	28^	42^	52	19^
MON-FRI 2.00P 60 NBC 5	B	4.4	.4	16	396	89	158	133	127	841	255	453	352	405	343	336	266	99	10v	39^	35^	28^	42^	52	19^
201 97 DD 5	C	4.4	.4	16	396	89	158	133	127	841	255	453	352	405	343	336	266	99	10v	39^	35^	28^	42^	52	19^
2.00 - 2.30	A	4.4	.4	16	396	91	157	134	125	845	265	456	355	406	338	337	273	103	11v	33^	32^	27^	45^	53	20^
2.30 - 3.00	A	4.4	.4	16	396	88	160	132	129	836	244	449	350	403	349	334	258	95	9v	46^	38^	29^	39^	51	18^
AS THE WORLD TURNS	A	6.2	.4	23	564	113	168	125	121	914	251	436	327	395	383	410	241	125	10^	18^	15^	38	42	56	24^
MON-FRI 2.00P 60 CBS 10	B	6.3	.4	23	567	115	162	126	126	913	264	435	318	379	363	416	249	120	11^	15^	11^	35	42	59	18^
214 99 DD 10	C	6.3	.4	23	567	115	162	126	126	913	264	435	318	379	363	416	249	120	11^	15^	11^	35	42	59	18^
2.00 - 2.30	A	6.3	.4	23	566	110	167	123	120	910	251	432	321	390	376	409	243	125	10^	15^	12^	39	41	57	23^
2.30 - 3.00	A	6.2	.4	23	564	116	169	126	121	916	250	439	332	399	389	410	238	124	10^	22^	17^	37	42	54	24^
BOLD AND THE BEAUTIFUL	A	5.2	.2	19	474	100	173	133	129	911	259	421	300	367	353	424	268	132	9v	11^	10^	42	44	64	21^
MON-FRI 1.30P 30 CBS 10	B	5.2	.2	19	473	105	166	132	121	892	256	416	301	361	342	417	272	125	11^	11^	10^	41	42	67	17^
202 93 DD 10	C	5.2	.2	19	473	105	166	132	121	892	256	416	301	361	342	417	272	125	11^	11^	10^	41	42	67	17^
CLASSIC CONCENTRATION	A	2.7	.1	13	248	64^	119	90	66^	749	134	275	234	299	309	408	346	171	6v	38^	25^	36^	27^	48^	15v
MON-FRI 10.30A 30 NBC 5	B	2.7	.1	13	248	64^	119	90	66^	749	134	275	234	299	309	408	346	171	6v	38^	25^	36^	27^	48^	15v
116 66 QG 5	C	2.7	.1	13	248	64^	119	90	66^	749	134	275	234	299	309	408	346	171	6v	38^	25^	36^	27^	48^	15v
DAYS OF OUR LIVES	A	5.9	.8	21	535	86	145	127	143	820	263	447	331	379	328	325	289	119	14^	35	34^	30^	42	50	22^
MON-FRI 1.00P 60 NBC 5	B	5.9	.8	21	535	86	145	127	143	820	263	447	331	379	328	325	289	119	14^	35	34^	30^	42	50	22^
205 98 DD 5	C	5.9	.8	21	535	86	145	127	143	820	263	447	331	379	328	325	289	119	14^	35	34^	30^	42	50	22^
1.00 - 1.30	A	5.7	.8	21	519	82	144	126	135	807	244	427	320	365	325	334	300	122	15^	35^	34^	31^	43	52	22^
1.30 - 2.00	A	6.1	.8	22	551	89	147	128	152	833	281	466	342	392	331	316	279	116	12^	36	34	29^	41	48	22^
FAMILY FEUD	A	2.7	.0	13	248	68^	143	100	80	745	163	318	242	306	377	364	378	154	12v	6v	13v	38^	49^	65^	21^
MON-FRI 10.00A 30 CBS 10	B	2.7	.0	13	247	69	139	105	94	730	183	322	232	289	345	352	376	163	14^	8v	12^	45^	48^	67	27^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
FAMILY FEUD-CONT'D																									
171 82 QP 10	C	2.7	.0	13	247	69	139	105	94	730	183	322	232	289	345	352	376	163	14^	8v	12^	45^	48^	67	27^
GENERAL HOSPITAL	A	7.8	.5	28	705	119	218	180	153	862	351	543	423	486	338	257	239	85	15^	57	43	22^	40	37	26^
MON-FRI 3.00P 60 ABC 15	B	7.8	.6	27	707	118	210	171	158	858	350	539	418	479	337	258	238	82	15^	60	47	25	44	40	29
223 99 DD 262	C~	7.7	.6	26	696	122	231	195	158	859	346	527	414	465	340	274	231	86	23	70	50	41	59	52	47
3.00 - 3.30	A	7.6	.6	28	691	122	213	177	152	864	354	544	424	485	333	259	240	85	12^	55	39	20^	39	37	22^
3.30 - 4.00	A	8.0	.5	28	720	116	223	182	154	860	348	542	423	486	344	255	238	86	17^	59	47	24^	41	36	29
GUIDING LIGHT	A	5.5	.3	20	494	106	193	151	140	923	277	463	342	393	381	408	224	118	16^	34^	24^	30^	44	40	34^
MON-FRI 3.00P 60 CBS 10	B	5.5	.3	19	498	113	187	150	141	914	281	457	328	377	368	408	232	114	19^	33	17^	30	44	47	27
213 99 DD 10	C	5.5	.3	19	498	113	187	150	141	914	281	457	328	377	368	408	232	114	19^	33	17^	30	44	47	27
3.00 - 3.30	A	5.4	.3	20	490	111	190	148	137	928	276	467	347	400	390	408	228	118	15^	30^	22^	31^	40	43	28^
3.30 - 4.00	A	5.5	.3	19	497	101	195	154	142	918	277	460	337	387	372	408	220	118	18^	39	25^	29^	47	36^	40
HOME	A	2.5	.0	12	226	128	247	200	81	823	285	503	430	491	394	258	259	75	6v	10v	13^	27^	18^	35^	9v
MON 11.43A 17 ABC 14	B	2.5	.1	11	222	119	257	220	101	788	289	499	405	459	375	235	294	84	8v	16^	11v	33^	39^	52^	19^
166 82 IA 183	C~	2.6	.0	11	235	131	240	211	106	755	304	504	415	467	360	218	252	63	26^	46	35^	61	73	67	70
TUWF 11.30A 30																									
HOME(B)	A	1.1	.0	5	99	156^	222^	184^	125^	889	327^	578	452^	480	474	284^	227^	145^	16v	24v	<<	13v	29v	37v	<<
THU 11.30A 30 ABC																									
45 39 IA																									
HOME SPEC.(S)	A	2.1	.0	11	190	159^	312	232^	92^	809	285	496	413	493	373	233^	203^	84^	<<	10v	10v	21v	13v	28v	6v
TUE 11.00A 30 ABC																									
155 76 IA																									
HOME SPEC.(S)	A	2.0	.0	10	181	88^	225^	189^	117^	843	331	523	429	479	381	270	254^	59v	<<	31v	23v	21v	20v	41v	<<
WED 11.00A 30 ABC																									
155 74 IA																									
HOME SPEC.(S)	A	2.6	.0	11	235	133^	155^	138^	113^	775	279	414	319	370	311	310	295	164^	<<	29v	17v	17v	28v	19v	26v
THU 11.00A 21 ABC																									
147 70 IA																									
HOME SPEC.(S)	A	2.1	.1	10	190	177^	229^	178^	86^	797	319	469	383	437	292	274	229^	85^	15v	13v	13v	6v	23v	17v	12v
FRI 11.00A 30 ABC																									
153 72 IA																									
LOVING	A	3.5	.2	14	315	115	250	229	125	831	344	544	426	468	335	246	234	83	18^	24^	19^	34^	50^	56^	27^
MON-FRI 12.30P 30 ABC 15	B	3.4	.3	13	312	117	248	219	129	834	342	531	413	460	346	256	242	70	14^	27^	18^	32^	64	61	35^
175 87 DD 261	C~	3.9	.3	14	353	140	251	225	136	821	366	554	435	474	324	234	240	60	20^	47	38	61	63	73	53
NEW CARD SHARKS	A	2.7	.0	13	244	65^	131	105	72^	741	147	288	220	270	343	403	367	194	16v	6v	16v	48^	31^	60^	19^
MON-FRI 10.30A 30 CBS 10	B	2.7	.0	13	242	72	134	107	93	742	176	310	219	265	334	387	358	199	13^	5v	12^	48^	38^	63	22^
158 77 QP 10	C	2.7	.0	13	242	72	134	107	93	742	176	310	219	265	334	387	358	199	13^	5v	12^	48^	38^	63	22^

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PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
NEWSBREAK-11.57	A	4.7	.1	21	425	67	129	107	106	827	184	333	228	267	322	456	366	216	17^	14^	14^	53	48	70	32
M-WF 11.57A 2 CBS 9	B	5.0	.0	22	452	78	135	113	103	792	193	330	231	265	306	429	369	204	16^	12^	12^	51	47	69	29^
186 88 N 9	C	5.0	.0	22	452	78	135	113	103	792	193	330	231	265	306	429	369	204	16^	12^	12^	51	47	69	29^
NEWSBREAK-3.44	A	4.9	.3	17	447	107	200	157	139	944	277	465	343	400	386	422	225	124	16^	36^	24^	26^	40^	34^	33^
MON 3.47P 1 CBS 10	B	5.1	.3	18	461	107	196	156	141	924	273	452	323	378	376	417	239	122	18^	36	19^	25^	41	39	26^
203 96 N 10	C	5.1	.3	18	461	107	196	156	141	924	273	452	323	378	376	417	239	122	18^	36	19^	25^	41	39	26^
TUE 3.40P 1																									
WED 3.38P 1																									
THU 3.41P 1																									
FRI 3.44P 1																									
ONE LIFE TO LIVE	A	7.2	.6	26	647	150	226	199	159	891	386	599	459	512	345	239	236	81	14^	35	29	31	36	40	27^
MON-FRI 2.00P 60 ABC 15	B	7.4	.7	26	668	143	206	178	151	873	375	583	452	508	348	235	237	76	16^	34	29	34	47	49	32
222 99 DD 260	C~	7.4	.5	25	669	144	216	188	154	852	361	557	438	484	348	238	227	80	20	54	40	48	64	62	49
2.00 - 2.30	A	7.1	.6	26	642	150	229	204	159	890	383	600	458	511	347	237	241	79	14^	29	27^	35	37	42	30
2.30 - 3.00	A	7.3	.6	27	658	148	220	193	159	885	385	592	456	509	340	240	230	81	15^	39	31	28^	35	38	24^
PRICE IS RIGHT 1	A	4.6	.0	22	411	70	129	104	95	747	169	302	213	243	319	416	395	212	21^	12^	20^	56	46	78	24^
TUWF 11.00A 30 CBS 9	B	4.7	.0	22	425	75	138	113	107	744	186	315	214	244	308	398	388	193	18^	10^	15^	53	50	75	29^
214 99 AP 9	C	4.7	.0	22	425	75	138	113	107	744	186	315	214	244	308	398	388	193	18^	10^	15^	53	50	75	29^
THU 11.00A 10																									
PRICE IS RIGHT 2	A	5.6	.0	26	504	62	144	118	95	788	183	318	226	260	302	436	393	228	18^	13^	16^	49	45	67	27
MON 11.44A 16 CBS 9	B	5.9	.0	27	529	71	139	116	100	769	188	322	228	259	293	415	394	210	16^	12^	13^	50	44	66	28
214 99 AP 9	C	5.9	.0	27	529	71	139	116	100	769	188	322	228	259	293	415	394	210	16^	12^	13^	50	44	66	28
TUWF 11.30A 30																									
RYAN'S HOPE	A	2.1	.1	9	192	97	231	204	130	869	405	593	468	513	339	230	279	92^	13v	6v	15v	35^	69^	72^	32^
MON-FRI 12.00N 30 ABC 15	B	2.0	.2	8	185	113	246	211	134	878	399	573	447	494	349	257	297	82	12v	13v	15^	34^	96	85	45^
146 75 DD 262	C~	2.6	.2	10	235	139	240	225	136	835	390	579	455	511	324	206	252	54	22^	54	39^	68	73	86	70
SALE OF THE CENTURY(B)	A	2.0	.0	10	181	107^	90^	67^	33v	750	128^	256^	223^	304	276	412	365	181^	3v	<<	<<	33v	24v	55v	<<
MON 10.00A 30 NBC																									
110 57 QG																									
SALE OF THE CENTURY(B)	A	2.0	.0	10	181	55v	139^	96^	45v	657	129^	260	216^	298	266	314	345	164^	30v	<<	21v	20v	<<	9v	12v
TUE 10.00A 30 NBC																									
109 57 QG																									
SALE OF THE CENTURY(B)	A	2.0	.0	10	181	55v	164^	154^	45v	824	120^	316	271	358	346	421	354	166^	<<	<<	<<	63v	14v	41v	36v
WED 10.00A 30 NBC																									
111 58 QG																									
SALE OF THE CENTURY(B)	A	2.6	.1	11	235	39v	143^	111^	32v	760	124^	302	275	327	311	406	394	221	4v	15v	4v	43v	11v	39v	15v
THU 10.00A 30 NBC																									
CONT'D																									

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MONDAY-FRIDAY DAYTIME CONT'D																									
SALE OF THE CENTURY(B)-CONT'D 122 64 QG																									
SALE OF THE CENTURY(B) FRI 10.00A 30 NBC 112 60 QG	A	2.4	.0	12	217	45v	166^	108^	9v	676	111^	238	229	262	282	406	406	193^	12v	<<	<<	29v	11v	37v	<<
SANTA BARBARA	A	4.1	.3	15	372	96	148	129	159	811	257	460	347	397	350	301	241	87	15^	63	61	33^	35^	54	14^
MON-FRI 3.00P 30 NBC 5	B	4.1	.3	15	372	96	148	129	159	811	257	460	347	397	350	301	241	87	15^	63	61	33^	35^	54	14^
193 95 DD 5	C	4.1	.3	15	372	96	148	129	159	811	257	460	347	397	350	301	241	87	15^	63	61	33^	35^	54	14^
SCRABBLE	A	3.9	.1	15	349	56	121	93	61	761	153	311	257	318	316	390	396	194	14^	13v	15^	24^	33^	42^	15^
MON-FRI 12.30P 30 NBC 5	B	3.9	.1	15	349	56	121	93	61	761	153	311	257	318	316	390	396	194	14^	13v	15^	24^	33^	42^	15^
159 80 QG 5	C	3.9	.1	15	349	56	121	93	61	761	153	311	257	318	316	390	396	194	14^	13v	15^	24^	33^	42^	15^
SUMMER OLYMPICS MON-PM(S) MON 4.00P 60 NBC 214 99 SE	A	5.3	.1	17	479	69^	193	139	81^	650	193	321	263	344	284	248	428	154	48^	35^	49^	36^	31^	37^	29^
4.00 - 4.30	A	4.7	.1	16	425	83^	189	139	90^	662	203	332	267	345	279	252	421	149	45^	34^	44^	33^	36^	45^	25v
4.30 - 5.00	A	5.9	.1	18	533	57^	197	140	73^	640	185	312	260	344	288	244	434	158	51^	35^	53^	37^	27^	32^	32^
SUMMER OLYMPICS TUE-PM(S) TUE 4.00P 60 NBC 214 99 SE	A	4.9	.2	15	443	54^	119	83^	62^	694	145	302	250	323	341	319	458	162	37^	39^	31^	29^	11v	6v	33^
4.00 - 4.30	A	4.5	.2	15	407	60^	106^	67^	74^	709	152	307	245	318	334	330	446	160	27v	33^	25v	18v	10v	4v	24v
4.30 - 5.00	A	5.3	.2	16	479	49^	129	96^	51^	681	139	299	255	328	348	310	468	164	45^	44^	37^	38^	12v	8v	42^
SUMMER OLYMPICS WED-PM(S) WED 4.00P 60 NBC 214 99 SE	A	5.0	.1	16	452	88^	145	119	133	669	195	331	257	325	308	271	417	148	57^	78^	84^	33^	19v	32^	20v
4.00 - 4.30	A	4.7	.2	16	425	85^	140	111	154	682	199	330	243	311	310	284	410	152	51^	87^	91^	33^	13v	28^	19v
4.30 - 5.00	A	5.4	.1	16	488	90^	147	123	111	646	188	325	264	330	300	254	416	142	60^	68^	77^	32^	24v	35^	20v
SUMMER OLYMPICS THU-PM(S) THU 4.00P 60 NBC 213 99 SE	A	5.6	.1	18	506	55^	131	97	72^	660	131	268	212	281	301	324	452	194	45^	32^	42^	24^	26^	27^	24^
4.00 - 4.30	A	5.1	.1	17	461	70^	138	103	101	690	165	302	229	290	300	328	447	187	44^	43^	50^	22v	37^	31^	28^
4.30 - 5.00	A	6.0	.1	18	542	43^	127	93	49^	646	103	243	201	278	307	326	464	204	47^	24^	36^	27^	18v	24^	21v
SUMMER OLYMPICS FRI-PM(S) FRI 4.00P 60 NBC 214 99 SE	A	5.3	.0	17	479	62^	157	110	67^	675	158	315	266	358	349	267	385	149	68^	40^	53^	29^	17v	25^	21v
4.00 - 4.30	A	5.0	.0	17	452	71^	156	110	75^	672	160	309	256	342	340	277	369	149	67^	52^	59^	31^	14v	25v	20v
4.30 - 5.00	A	5.6	.1	18	506	55^	158	111	60^	677	156	321	276	373	357	259	398	150	69^	29^	47^	26^	20v	25^	22v
SUPER PASSWORD CONT'D	A	2.9	.1	12	264	45^	111	92	69^	776	147	295	236	294	271	423	349	185	5v	13v	13v	26^	28^	44^	10v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26-OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
SUPER PASSWORD-CONT'D																									
MON-FRI 12.00N 30 NBC 5	B	2.9	.1	12	264	45^	111	92	69^	776	147	295	236	294	271	423	349	185	5v	13v	13v	26^	28^	44^	10v
157 73 QG 5	C	2.9	.1	12	264	45^	111	92	69^	776	147	295	236	294	271	423	349	185	5v	13v	13v	26^	28^	44^	10v
WHEEL OF FORTUNE	A	4.1	.1	19	368	66	135	93	72	782	150	291	231	303	312	419	343	182	4v	19^	14^	28^	40^	51	17^
M-WF 11.00A 30 NBC 5	B	4.1	.1	19	368	66	135	93	72	782	150	291	231	303	312	419	343	182	4v	19^	14^	28^	40^	51	17^
196 94 QG 5	C	4.1	.1	19	368	66	135	93	72	782	150	291	231	303	312	419	343	182	4v	19^	14^	28^	40^	51	17^
THU 11.00A 19																									
WIN, LOSE OR DRAW	A	3.6	.1	17	321	81	147	110	116	817	200	389	281	347	354	362	294	130	10^	8^	10^	33^	42	60	15^
M-WF 11.30A 30 NBC 4	B	3.6	.1	17	321	81	147	110	116	817	200	389	281	347	354	362	294	130	10^	8^	10^	33^	42	60	15^
185 88 QG 4	C	3.6	.1	17	321	81	147	110	116	817	200	389	281	347	354	362	294	130	10^	8^	10^	33^	42	60	15^
YOUNG AND THE RESTLESS	A	7.4	.5	29	665	120	172	149	136	895	290	466	335	389	347	375	254	126	12^	9^	12^	50	52	77	26^
MON-FRI 12.30P 60 CBS 10	B	7.5	.5	29	675	119	177	154	136	891	294	467	336	389	343	371	254	122	14^	9^	12^	47	52	75	24
215 99 DD 10	C	7.5	.5	29	675	119	177	154	136	891	294	467	336	389	343	371	254	122	14^	9^	12^	47	52	75	24
12.30 - 1.00	A	7.2	.5	29	653	115	165	144	132	874	276	446	318	370	339	377	264	136	11^	8^	11^	50	52	78	24^
1.00 - 1.30	A	7.5	.5	29	680	125	179	154	139	912	303	483	350	406	354	372	244	117	13^	10^	13^	50	53	77	27^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																									
ABC WEEKEND SPECIALS(R)	A	2.6	.1	9	235	1681	187^	464	381	138^	399	251	111^	140^	168^	83^	567	277	290	250	317	123^	194^	142^	175^
SAT 12.30P 30 ABC 1	B	2.6	.1	9	235	1681	187^	464	381	138^	399	251	111^	140^	168^	83^	567	277	290	250	317	123^	194^	142^	175^
123 60 CA 2	C	2.8	.1	9	253	1588	169	432	323	115	328	239	103	136	144	95	589	322	268	246	344	168	176	169	174
O.G.R./LITTLE RED RIDING HOOD																									
ADV. RAGGEDY ANN & ANDY	A	2.2	.0	15	199	1269	81^	285	228^	61^	198^	107^	76^	30v	81^	26v	679	365	314	275	404	239	165^	211^	193^
SAT 8.00A 30 CBS 3	B	2.4	.0	16	217	1279	92	262	207	56^	201	137	87	50^	97	40^	679	348	331	281	397	207	190	230	168
202 96 CA 3	C	2.4	.0	16	217	1279	92	262	207	56^	201	137	87	50^	97	40^	679	348	331	281	397	207	190	230	168
ALF-SAT MORN I	A	4.9	.0	19	443	1393	113	360	265	42^	268	161	51^	109	97^	64^	604	294	310	311	293	138	155	194	99^
SAT 10.00A 30 NBC 3	B	4.9	.1	19	446	1402	99	367	269	68	264	158	71	87	102	56	613	319	294	274	339	173	166	200	139
203 99 CA 4	C	4.9	.0	19	441	1382	99	358	271	67	249	157	78	79	102	55	618	326	292	264	353	180	174	205	148
ALF-SAT MORN II	A	5.0	.0	19	452	1462	114	397	292	79^	303	170	105	65^	112	58^	592	308	284	304	288	135	153	169	119
SAT 10.30A 30 NBC 3	B	5.1	.0	19	464	1425	111	382	285	81	282	166	93	73	112	54	595	307	288	268	326	157	169	181	145
203 99 CA 4	C	5.2	.0	19	468	1408	108	368	284	82	260	173	98	75	117	57	607	318	289	262	345	170	175	190	156
ALVIN AND THE CHIPMUNKS	A	4.8	.0	17	434	1378	145	336	260	70^	250	213	90^	123	145	68^	579	295	284	275	304	144	160	152	152
SAT 11.00A 30 NBC 3	B	5.5	.1	20	494	1421	141	355	275	61	214	209	90	119	138	71	643	315	328	279	364	164	200	196	168
185 91 CA 4	C	5.8	.1	20	520	1417	133	341	273	62	199	208	88	120	141	67	668	333	335	281	387	180	207	207	180
ANIMAL CRACK-UPS	A	3.6	.1	12	325	1547	143	411	315	201	379	322	196	125^	164	157	436	194	242	193	243	109^	135^	104^	140^
SAT 12.00N 30 ABC 2	B	3.8	.1	13	339	1544	162	432	338	161	387	261	148	113	140	121	465	208	257	198	267	122	146	127	140
154 75 CL 3	C	3.9	.1	13	350	1540	153	417	317	136	348	244	128	115	140	104	531	258	273	237	293	140	153	148	146
BEANY AND CECIL	A	1.9	.0	13	172	1404	62v	347	269^	28v	220^	113^	68^	44v	91^	21v	724	380	345	338	386	173^	214^	201^	185^
SAT 8.00A 30 ABC 3	B	2.0	.0	13	178	1384	76^	350	279	36^	216	87	65^	22^	67^	20^	731	388	344	363	368	187	182	186	182
213 98 CA 4	C	2.0	.0	13	176	1382	72	316	249	31^	212	96	65^	31^	80	16^	758	395	362	350	408	191	217	204	203
BUGS BUNNY/TWEETY SHOW I	A	5.2	.1	18	470	1415	119	354	298	89^	258	197	109	87^	121	76^	607	338	269	282	325	166	159	172	153
SAT 11.00A 30 ABC 2	B	5.7	.1	20	515	1499	134	383	306	93	271	201	105	96	114	87	644	361	283	279	365	210	155	206	159
201 94 CA 3	C	5.7	.1	20	515	1493	132	377	297	89	252	183	96	87	107	76	681	377	305	288	394	219	174	221	173
BUGS BUNNY/TWEETY SHOW II	A	6.2	.1	21	560	1484	150	389	323	103	286	237	136	100	126	111	572	316	256	263	308	151	157	166	143
SAT 11.30A 30 ABC 2	B	7.0	.1	24	637	1508	146	398	319	108	287	220	115	105	113	107	602	329	273	255	347	190	157	189	158
201 94 CA 3	C	7.2	.1	24	648	1492	145	395	312	100	268	202	103	99	110	92	627	354	273	265	362	202	160	201	161
CBS STORYBREAK	A	2.7	.1	9	244	1605	151^	407	324	103^	285	249	119^	130^	129^	120^	663	343	321	298	365	189^	177^	206	159^
SAT 12.30P 30 CBS 3	B	2.7	.0	9	247	1521	109	395	266	89	280	213	118	95	125	88	633	342	290	268	364	197	167	177	187
136 67 CL 3	C	2.7	.0	9	247	1521	109	395	266	89	280	213	118	95	125	88	633	342	290	268	364	197	167	177	187
RAG ANN&ANDY:CAMEL WRINKED KNEES																									
FLIP	A	3.2	.0	11	289	1528	161	395	329	111^	300	230	103^	127^	137^	93^	602	249	354	269	333	148^	185	174	159^
SAT 11.30A 30 CBS 3	B	3.2	.1	11	286	1465	125	350	271	98	302	232	99	133	150	82	582	249	333	247	334	151	183	152	182
183 91 CL 3	C	3.2	.1	11	286	1465	125	350	271	98	302	232	99	133	150	82	582	249	333	247	334	151	183	152	182
GARFIELD AND FRIENDS	A	6.1	.1	21	551	1494	154	320	259	51^	147	200	83^	118	127	73^	827	377	450	351	476	217	259	258	218
SAT 10.30A 30 CBS 3	B	6.5	.1	22	585	1464	114	294	243	56	183	188	88	100	125	63	800	385	415	338	461	230	231	256	205
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																									
GARFIELD AND FRIENDS-CONT'D																									
209 98 CA 3	C	6.5	.1	22	585	1464	114	294	243	56	183	188	88	100	125	63	800	385	415	338	461	230	231	256	205
GUMMI BEARS	A	3.4	.0	19	307	1276	56^	320	214	35v	234	147^	80^	67^	109^	38^	576	244	332	227	349	163	186	215	134^
SAT 8.30A 30 NBC 3	B	3.6	.0	20	328	1293	65	311	224	47^	203	158	99	58	104	54	622	295	327	247	375	168	207	215	160
194 95 CA 4	C	3.7	.0	20	330	1264	62	284	206	48	203	149	92	57	98	51	627	317	310	244	384	185	198	212	172
HEY, VERN, IT'S ERNEST	A	4.3	.1	15	389	1549	153	401	329	70^	234	179	64^	115^	95^	84^	736	341	395	301	435	212	224	240	195
SAT 11.00A 30 CBS 3	B	4.5	.1	15	407	1487	123	349	283	69	257	185	84	101	125	59	696	351	345	301	395	215	181	202	194
196 94 CL 3	C	4.5	.1	15	407	1487	123	349	283	69	257	185	84	101	125	59	696	351	345	301	395	215	181	202	194
KISSYFUR	A	2.6	.0	19	235	1225	45v	277	222	46v	320	139^	98^	41v	93^	46v	489	223	266	102^	387	192^	195^	213	174^
SAT 8.00A 30 NBC 3	B	2.6	.0	18	238	1319	62^	280	204	45^	269	149	104	45^	101	48^	622	331	290	199	422	213	209	239	183
188 93 CA 4	C	2.7	.0	18	240	1288	61	268	198	48^	259	143	93	49	96	47^	618	337	281	207	411	210	201	215	196
MIGHTY MOUSE	A	3.2	.1	11	289	1531	214	478	401	111^	275	204	92^	112^	110^	94^	574	295	279	284	290	140^	150^	152^	137^
SAT 12.00N 30 CBS 3	B	3.3	.1	11	298	1482	131	396	301	99	289	177	92	85	113	63	620	332	289	285	335	177	158	168	167
160 82 CA 3	C	3.3	.1	11	298	1482	131	396	301	99	289	177	92	85	113	63	620	332	289	285	335	177	158	168	167
MISADVENTURES-ED GRIMLEY	A	3.3	.0	12	298	1364	107^	379	276	45^	296	157	68^	90^	121^	37v	531	257	275	252	280	120^	159	124^	156^
SAT 11.30A 30 NBC 3	B	3.7	.0	13	337	1395	124	364	261	59	248	180	83	97	118	62	603	288	315	276	326	143	183	186	141
179 84 CL 4	C	4.1	.0	14	366	1408	124	364	270	66	236	186	88	98	126	60	623	304	318	284	339	146	193	185	154
MUPPET BABIES I	A	3.9	.1	16	353	1275	68^	246	193	18v	124^	124^	69^	55^	95^	29v	780	373	407	332	448	221	227	245	203
SAT 9.00A 30 CBS 3	B	4.1	.1	17	368	1344	61	225	171	27^	146	122	85	37^	100	23^	851	443	407	335	516	281	235	284	231
213 99 CA 3	C	4.1	.1	17	368	1344	61	225	171	27^	146	122	85	37^	100	23^	851	443	407	335	516	281	235	284	231
MUPPET BABIES II	A	4.8	.0	19	434	1404	80^	296	242	15v	129	122	54^	69^	82^	40^	856	379	477	375	480	228	253	267	213
SAT 9.30A 30 CBS 3	B	5.0	.0	19	449	1399	67	283	222	29^	145	116	63	53	83	33^	854	408	446	369	485	236	249	272	212
213 99 CA 3	C	5.0	.0	19	449	1399	67	283	222	29^	145	116	63	53	83	33^	854	408	446	369	485	236	249	272	212
PEE WEE'S PLAYHOUSE	A	5.6	.1	20	506	1500	110	332	276	24^	149	117	45^	72^	70^	47^	902	395	507	404	498	223	275	282	215
SAT 10.00A 30 CBS 3	B	6.0	.1	21	542	1471	102	315	262	36	171	134	62	73	87	47	851	396	455	387	464	223	241	263	200
215 99 CL 3	C	6.0	.1	21	542	1471	102	315	262	36	171	134	62	73	87	47	851	396	455	387	464	223	241	263	200
PUP NAMED SCOOBY DOO	A	5.1	.1	18	461	1468	135	318	263	57^	182	195	100^	95^	118	77^	773	399	375	319	454	212	242	223	231
SAT 10.30A 30 ABC 3	B	5.5	.1	19	500	1466	122	324	263	64	203	204	107	97	134	70	735	440	295	298	437	253	184	240	196
208 97 CA 4	C	5.7	.1	20	515	1473	129	320	258	61	191	198	101	96	131	67	764	455	309	306	458	265	193	244	214
SLIMER & REAL GHOSTS. I	A	4.7	.2	18	425	1459	92^	275	236	63^	217	162	107^	55^	112	50^	805	460	345	353	452	229	223	237	215
SAT 9.30A 30 ABC 2	B	5.0	.2	19	452	1411	96	271	235	57	194	182	114	67	133	49^	764	450	315	319	446	236	210	247	198
215 99 CA 3	C	5.3	.1	20	479	1430	96	265	221	48	177	172	108	65	128	44	815	473	342	343	473	249	224	251	222
SLIMER & REAL GHOSTS. II	A	5.6	.2	20	506	1485	114	300	255	62^	225	218	135	82^	146	71^	742	420	322	292	451	218	233	231	219
SAT 10.00A 30 ABC 2	B	6.0	.1	22	547	1458	113	278	240	64	205	237	141	96	160	76	738	435	304	282	456	244	212	250	206
215 99 CA 3	C	6.3	.1	23	567	1454	113	285	240	51	181	204	119	85	141	63	784	468	316	309	475	266	209	250	225
SMURFS I	A	4.2	.1	20	380	1256	69^	377	271	50^	232	137	62^	74^	89^	48^	510	243	267	253	257	129	128	168	89^
SAT 9.00A 30 NBC 3	B	4.3	.1	20	392	1343	83	359	273	63	212	152	90	61	90	62	620	316	303	283	337	165	172	204	133
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES: AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																													
SMURFS I-CONT'D																													
	194	98	CA	4	C	4.3	.1	19	389	1323	85	345	266	61	204	146	87	58	88	57	628	326	302	278	350	174	177	213	137
SMURFS II					A	5.1	.1	23	461	1269	116	386	301	49^	236	127	55^	72^	75^	52^	520	275	245	261	259	134	125	162	97^
SAT	9.30A	30	NBC	3	B	5.2	.1	22	470	1364	111	378	289	59	236	155	84	71	94	61	596	321	275	264	331	173	159	191	140
	194	98	CA	4	C	5.2	.1	21	468	1350	108	364	288	55	223	149	80	68	93	56	614	331	283	264	350	180	170	205	145
SUPERMAN					A	3.0	.0	15	271	1276	82^	263	206	53^	169^	132^	94^	38v	80^	51^	713	419	294	263	450	286	163^	220	230
SAT	8.30A	30	CBS	3	B	3.5	.0	17	313	1337	78	251	191	52	198	147	103	44^	102	45^	742	434	308	289	452	289	164	251	201
	207	96	CA	3	C	3.5	.0	17	313	1337	78	251	191	52	198	147	103	44^	102	45^	742	434	308	289	452	289	164	251	201
WINNIE THE POOH I					A	3.8	.1	19	344	1444	86^	331	274	39^	203	142	54^	88^	102^	40^	768	412	356	365	404	187	216	208	195
SAT	8.30A	30	ABC	3	B	3.8	.1	18	341	1413	84	341	276	32^	178	134	67	67	102	32^	760	397	363	361	398	190	209	213	186
	212	98	CA	4	C	3.8	.1	19	344	1419	90	326	261	27^	177	125	64	61	96	29^	790	413	377	362	428	204	223	226	202
WINNIE THE POOH II					A	5.2	.1	22	470	1450	90^	317	271	39^	198	132	64^	69^	92^	40^	802	425	377	329	473	242	232	257	217
SAT	9.00A	30	ABC	3	B	5.3	.1	22	482	1438	85	317	269	33	182	137	66	70	103	34	803	418	385	361	442	217	226	247	195
	212	98	CA	4	C	5.4	.1	22	484	1456	89	311	260	33	185	129	67	63	97	32	831	431	400	379	452	216	235	245	207

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC COLLEGE FTBALL GAME	A	~~5.1~~ 5.0	.0	14	461	1382	158	446	179	427	176	766	88^	238	377	733	344	398	289	343	321	335	93^	64^	77^
SAT 3.30P 199 ABC 3	B	5.0	.0	14	457	1353	155	434	198	421	206	757	91	241	402	727	371	425	311	364	333	302	73	53	89
215 99 SE 4	C	5.2	.0	14	466	1361	149	434	193	421	201	763	86	236	400	735	372	430	314	372	344	305	75	55	90
UCLA V WASHGTN/MICH STATE V IOWA																									
3.30 - 4.00	A	3.4	.0	11	307	1389	126^	410	152	385	133^	724	87^	237	358	687	321	374	271	324	270	313	154	100^	100^
4.00 - 4.30	A	4.1	.0	13	371	1376	143	431	166	411	161	764	85^	228	353	736	325	402	267	345	327	334	98^	69^	83^
4.30 - 5.00	A	4.6	.0	14	416	1377	165	459	175	439	173	754	93^	221	336	727	309	382	243	316	334	346	79^	57^	85^
5.00 - 5.30	A	4.6	.0	13	416	1420	173	496	175	481	178	751	84^	218	343	721	313	361	259	307	295	360	75^	48^	97^
5.30 - 6.00	A	5.6	.0	15	506	1382	159	450	171	434	173	786	96	235	374	747	335	396	278	340	327	351	76^	49^	71^
6.00 - 6.30	A	7.0	.0	17	633	1380	170	433	205	411	201	785	86	261	418	751	384	428	332	375	336	323	98	68^	65^
6.30 - 7.00	A	7.0	.0	16	633	1384	153	450	190	433	189	792	88	262	440	755	404	435	352	383	345	320	87	65^	56^
ABC COLLEGE FOOTBALL-POST	A	5.1	.0	12	461	1362	152	488	174	474	170	726	100^	257	401	699	374	400	301	327	303	299	59^	51^	89^
SAT 6.49P 11 ABC 1	B	5.1	.0	12	461	1362	152	488	174	474	170	726	100^	257	401	699	374	400	301	327	303	299	59^	51^	89^
215 99 SC 2	C	5.1	.1	12	461	1371	135	497	185	481	179	729	87	221	386	707	363	410	299	346	338	297	51	43^	94
CBS COLLEGE FOOTBALL PRE	A	3.1	.1	10	280	1323	129^	453	260	434	211	604	130^	254	415	556	367	400	285	318	244	156^	111^	93^	155^
SAT 2.30P 9 CBS 3	B	3.1	.1	10	280	1389	165	448	266	428	226	618	91	219	404	580	366	409	313	356	287	171	143	88	180

207 99 SC 3	C	3.1	.1	10	280	1389	165	448	266	428	226	618	91	219	404	580	366	409	313	356	287	171	143	88	180
CBS COLLEGE FOOTBALL GAME	A	4.4	.1	13	398	1382	130	388	176	375	184	805	90^	282	477	766	437	504	386	453	360	262	91^	78^	98^
SAT 2.39P 201 CBS 3	B	4.0	.1	11	359	1345	166	417	208	400	199	737	68	238	425	709	396	450	356	410	343	259	95	72	95
207 99 SE 3	C	4.0	.1	11	359	1345	166	417	208	400	199	737	68	238	425	709	396	450	356	410	343	259	95	72	95
LSU VS FLORIDA																									
2.30 - 3.00	A	3.6	.1	11	325	1316	129^	396	230	371	206	682	129^	257	468	629	415	462	340	387	324	167	139^	126^	99^
3.00 - 3.30	A	4.2	.1	13	380	1357	113^	351	184	336	187	799	119^	287	489	750	440	521	369	450	373	229	111^	99^	96^
3.30 - 4.00	A	4.5	.1	14	407	1456	136	381	195	369	198	847	91^	290	508	811	472	553	417	498	382	258	113^	104^	116
4.00 - 4.30	A	4.7	.1	15	425	1374	139	381	165	368	175	822	94^	324	495	786	459	525	401	468	331	261	87^	74^	84^
4.30 - 5.00	A	4.2	.0	12	380	1367	132	391	154	380	175	810	81^	314	513	765	468	517	432	481	355	248	75^	57^	91^
5.00 - 5.30	A	4.7	.1	13	425	1387	117	374	161	357	177	828	73^	272	472	791	435	501	399	465	376	290	77^	60^	108^
5.30 - 6.00	A	4.7	.1	12	425	1374	138	439	168	432	182	788	63^	221	389	760	361	430	325	395	361	330	57^	49^	91^
CBS NFL TODAY	A	5.9	.1	18	533	1375	200	488	271	475	237	687	74^	278	466	658	437	462	393	418	303	196	117	86^	83^
SUN 12.30P 30 CBS 3	B	5.8	.1	18	524	1353	166	441	253	425	224	711	81	293	489	685	462	504	408	450	313	181	103	77	98
206 98 SC 5	C	6.0	.1	19	546	1353	164	429	244	416	223	731	92	304	508	700	477	513	416	452	323	187	85	67	108
CBS NFL FOOTBALL GAME 1	A	12.6	.2	32	1139	1496	230	481	283	468	270	833	93	291	530	805	503	560	438	495	401	245	91	64	91
SUN 1.00P 183 CBS 3	B	13.6	.2	34	1226	1504	200	472	274	459	256	854	100	319	547	825	518	580	447	509	399	245	82	58	96
217 99 SE 5	C	13.4	.2	34	1209	1484	191	459	258	447	242	843	97	308	538	813	508	564	441	497	394	249	83	58	99
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	10.6	.2	30	958	1493	215	473	280	457	253	801	100	289	536	768	504	549	436	481	378	219	105	74	115
1.30 - 2.00	A	12.3	.1	32	1112	1494	219	475	279	464	265	823	102	296	526	792	494	551	424	481	384	241	96	68	99
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
CBS NFL FOOTBALL GAME 1-CONT'D																									
2.00 - 2.30	A	12.8	.2	33	1157	1495	233	487	291	477	276	841	95	295	534	816	510	572	440	502	403	244	89	62	78
2.30 - 3.00	A	12.7	.4	32	1148	1508	240	487	289	478	281	845	95	291	542	816	513	567	446	501	411	249	90	63	86
3.00 - 3.30	A	12.8	.2	31	1157	1481	232	467	280	456	276	839	81	281	521	814	497	560	440	503	414	254	89	63	87
3.30 - 4.00	A	14.1	.2	34	1275	1510	238	490	283	471	270	849	87	293	533	824	508	570	446	509	415	253	84	58	88
CBS NFL FOOTBALL GAME 2	A	10.1	.1	22	913	1554	226	553	314	529	277	832	104	296	508	811	487	553	403	469	388	259	83	63	87
SUN 4.00P 202 CBS 3	B	10.8	.0	24	975	1546	208	510	277	493	263	870	104	303	529	848	507	578	426	497	413	269	77	56	89
211 94 SE 3	C	10.8	.0	24	975	1546	208	510	277	493	263	870	104	303	529	848	507	578	426	497	413	269	77	56	89
VARIOUS TEAMS AND TIMES																									
4.00 - 4.30	A	8.2	.0	20	741	1569	213	509	310	482	266	857	125	331	551	838	531	590	425	484	383	248	94	67	109
4.30 - 5.00	A	10.3	.1	24	931	1574	209	547	313	526	275	862	109	316	526	845	508	574	417	483	393	270	87	66	78
5.00 - 5.30	A	10.9	.2	26	985	1562	209	536	302	513	261	863	112	317	534	840	510	570	422	482	394	270	83	64	81
5.30 - 6.00	A	10.4	.1	24	940	1548	223	544	316	524	289	843	109	300	515	819	491	555	406	470	399	265	78	62	82
6.00 - 6.30	A	9.9	.2	21	895	1580	244	564	352	534	308	833	116	316	528	808	503	571	412	480	390	237	88	67	96
6.30 - 7.00	A	9.7	.1	20	877	1542	241	549	316	526	284	805	95	277	488	787	470	540	393	463	388	247	91	69	96
7.00 - 7.30	A	11.7	.1	22	1058	1503	245	629	283	605	252	748	59	207	404	735	391	461	344	414	365	275	57	44^	69

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
NBC MAJOR LEAGUE BASEBALL	A	4.2	.0	14	380	1292	146	482	190	468	195	613	60^	184	299	589	275	309	239	272	245	280	66^	47^	131
SAT 1.00P 188 NBC 3	B	5.0	.0	15	454	1347	146	484	195	474	176	664	80	219	350	634	320	357	270	308	251	277	83	61	115
208 99 SE 26	C	5.5	.0	18	497	1405	129	451	179	444	168	714	64	217	361	702	339	385	300	346	293	313	88	65	113
ST.LUIS V NY METS/BSTON V CLVLND																									
1.00 - 1.30	A	4.3	.0	15	389	1320	174	486	268	451	243	587	69^	214	346	557	316	356	277	318	243	200	104^	79^	144
1.30 - 2.00	A	4.0	.0	13	362	1311	145	480	205	453	204	620	58^	166	282	587	250	283	224	258	246	304	67^	51^	145
2.00 - 2.30	A	4.2	.1	13	380	1277	147	484	184	472	192	635	72^	197	302	614	281	298	230	247	230	316	55^	40^	102^
2.30 - 3.00	A	4.3	.0	14	389	1278	130	438	175	438	193	625	71^	199	306	605	286	322	235	271	255	283	74^	49^	141
3.00 - 3.30	A	4.4	.0	14	398	1305	136	486	154	480	181	636	57^	175	303	612	279	308	246	275	255	303	49^	32^	135
3.30 - 4.00	A	4.0	.0	13	362	1284	139	507	156	501	162	598	39^	161	261	578	241	289	222	270	248	289	53^	34^	127^
4.00 - 4.30	A	3.9	.1	12	353	1298	179	580	199	562	196	560	35^	167	271	559	270	306	236	272	238	253	45^	35^	114^
NFL LIVE	A	5.5	.1	17	497	1484	229	589	356	559	290	705	75^	309	466	690	451	505	391	445	288	185	71^	63^	120
SUN 12.30P 30 NBC 3	B	5.6	.1	17	509	1384	216	526	316	507	288	692	86	290	471	671	450	501	384	434	312	171	63	50	104
207 98 SC 5	C	5.0	.1	15	448	1383	204	507	295	488	271	690	94	297	470	664	443	494	376	427	297	170	78	60	108
NFL SINGLE	A	14.0	.0	35	1266	1507	239	503	301	489	282	822	95	315	527	790	495	554	432	491	374	236	81	57	101
SUN 1.00P 212 NBC 3	B	11.8	.1	29	1064	1478	220	482	282	468	265	813	96	302	526	783	496	552	430	486	384	231	84	60	99
213 99 SE 3	C	11.8	.1	29	1064	1478	220	482	282	468	265	813	96	302	526	783	496	552	430	486	384	231	84	60	99
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	11.5	.1	32	1040	1474	246	502	302	490	281	821	93	318	503	786	469	531	411	473	356	255	68	46	83
1.30 - 2.00	A	13.6	.1	35	1229	1495	245	491	306	480	287	840	88	321	535	806	501	569	447	515	382	237	67	47	97
2.00 - 2.30	A	14.7	.2	37	1329	1492	240	484	295	472	274	816	91	308	531	782	497	561	440	504	388	221	77	52	115
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NFL SINGLE-CONT'D																									
2.30 - 3.00	A	13.9	.4	35	1257	1506	242	513	305	500	289	803	87	301	528	772	498	558	442	502	378	214	77	53	113
3.00 - 3.30	A	14.7	.1	36	1329	1484	230	498	296	486	280	806	89	301	517	777	488	538	428	478	366	239	89	66	91
3.30 - 4.00	A	14.3	.1	34	1293	1486	228	489	288	477	267	808	96	314	514	779	485	537	418	470	356	242	89	65	100
4.00 - 4.30	A	15.2	.1	36	1374	1490	231	514	293	499	277	799	99	298	501	766	468	523	402	457	374	243	84	63	93
4.30 - 5.00	A	7.8	.1	18	705	1443	225	475	281	455	255	801	132	323	539	757	495	526	408	438	360	231	91	58^	76
NFL POST 1	A	4.0	.1	10	362	1578	239	611	358	594	324	773	117^	334	495	728	450	515	379	443	335	213	94^	75^	99^
SUN 4.04P 15 NBC 1	B	4.0	.1	10	362	1578	239	611	358	594	324	773	117^	334	495	728	450	515	379	443	335	213	94^	75^	99^
125 56 SC 1	C	4.0	.1	10	362	1578	239	611	358	594	324	773	117^	334	495	728	450	515	379	443	335	213	94^	75^	99^
VARIOUS TEAMS AND TIMES																									
SUMMER OLYMPICS SAT. MID(S)	A	5.0	.0	17	452	1374	230	541	352	496	306	551	94^	233	369	508	327	358	276	307	247	150	111	85^	171
SAT 12.00N 60 NBC																									
215 99 SE																									
12.00 - 12.30	A	4.4	.0	16	398	1379	233	538	349	488	296	544	107^	246	380	500	335	360	272	297	242	139	105^	73^	192
12.30 - 1.00	A	5.6	.0	19	506	1370	228	544	354	502	314	556	83^	222	362	515	320	356	278	315	251	158	116	94	154
SUMMER OLYMPICS SAT. PM(S)	A	7.2	.0	19	651	1529	234	660	357	638	347	620	51^	215	386	600	365	402	335	371	302	198	88	45^	161

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
SAT 4.00P 172 NBC																									
215 99 SE																									
4.00 - 4.30	A	4.5	.1	14	407	1384	203	583	255	561	253	577	56^	207	330	568	321	351	274	304	243	217	53^	35^	171
4.30 - 5.00	A	5.9	.1	17	533	1462	211	609	312	589	304	597	57^	205	360	576	339	370	303	334	289	206	79^	43^	177
5.00 - 5.30	A	7.0	.1	20	633	1522	209	626	315	615	332	607	55^	204	372	588	353	386	318	351	314	202	102	52^	188
5.30 - 6.00	A	7.9	.1	21	714	1511	230	644	343	622	341	616	47^	203	388	595	366	404	341	379	317	190	95	43^	156
6.00 - 6.30	A	8.3	.1	20	750	1542	248	677	400	653	370	627	37^	219	401	611	386	427	365	406	313	184	91	44^	147
6.30 - 7.00	A	9.2	.1	21	832	1582	262	723	417	692	390	637	58	232	403	608	374	414	345	384	289	194	86	44^	136
SUMMER OLYMPICS SUN. AM(S)	A	5.5	.0	22	497	1370	231	629	398	606	372	537	45^	226	377	524	364	394	332	362	239	130	70^	42^	135
SUN 8.00A 240 NBC																									
214 99 SE																									
8.00 - 8.30	A	2.6	.1	17	235	1210	151^	507	284	481	296	499	36v	167^	318	493	312	352	282	322	265	141^	53^	39v	151^
8.30 - 9.00	A	4.1	.1	21	371	1294	169	541	312	523	305	492	34^	176	319	490	317	340	285	308	232	151	75^	32^	186
9.00 - 9.30	A	5.1	.0	22	461	1331	202	571	339	557	327	510	24v	196	357	509	356	381	333	358	248	129	74^	29^	176
9.30 - 10.00	A	5.3	.1	20	479	1387	246	679	408	654	389	520	21v	192	338	518	335	364	317	345	254	154	60^	26^	128
10.00 - 10.30	A	6.0	.0	21	542	1365	259	660	436	637	404	502	40^	209	343	487	328	362	303	336	222	126	76^	38^	127
10.30 - 11.00	A	6.2	.1	21	560	1391	251	681	436	657	400	534	41^	223	367	521	354	383	326	355	236	138	60^	45^	116
11.00 - 11.30	A	7.1	.0	23	642	1384	254	642	429	613	390	552	58^	260	408	532	388	417	350	379	222	115	70^	50^	120
11.30 - 12.00	A	7.8	.0	25	705	1418	234	626	417	604	378	603	77	292	461	579	437	471	384	418	246	107	76	59^	112

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																									
BUSINESS WORLD	A	1.0	.0	3	90	1186	92v	531	121v	221^	531	194^	244^	181^	261^	545	180^	288^	543	286^	281^	301^	232^	236^	56v
SUN 11.00A 30 ABC 3	B	1.0	.0	3	90	1186	187	665	118^	222	658	177	244	261	375	460	168^	236	458	234	213	258	168^	179	28v
146 75 N 4	C	1.1	.0	3	95	1231	207	683	144	257	670	214	287	277	353	467	159	247	457	237	219	267	194	172	32^
FACE THE NATION	A	2.4	.1	8	217	1377	259	621	70^	214	612	193^	255	301	344	586	146^	325	563	302	286	325	315	222	59^
SUN 10.30A 30 CBS 2	B	2.1	.1	7	190	1352	225	677	83^	238	664	213	274	324	378	561	137	271	547	258	234	281	262	242	40^
118 80 CC 2	C	2.1	.1	7	190	1352	225	677	83^	238	664	213	274	324	378	561	137	271	547	258	234	281	262	242	40^
HEALTH SHOW	A	1.1	.0	4	99	1185	171^	499	169^	294^	499	269^	300^	188^	174^	563	181^	309^	563	309^	307^	378^	287^	183^	53v
SUN 10.30A 30 ABC 3	B	1.0	.0	3	93	1190	209	621	186	275	610	210	298	262	257	510	182	288	499	278	252	306	241	168	25v
149 79 N 4	C	1.1	.0	4	97	1200	232	639	194	285	631	225	309	261	270	488	169	251	479	243	222	276	225	182	27^
MEET THE PRESS	A	2.9	.1	10	262	1336	190	615	198	368	563	277	311	261	213	578	265	398	548	368	309	350	241	139^	60^
SUN 12.00N 30 NBC 1	B	2.9	.1	10	262	1336	190	615	198	368	563	277	311	261	213	578	265	398	548	368	309	350	241	139^	60^
145 81 CC 50	C	2.2	.1	9	199	1288	202	611	137	238	621	187	236	255	358	552	135	262	518	238	205	254	238	236	40^
SUNDAY MORNING	A	3.4	.0	14	307	1287	235	669	122^	255	655	222	271	311	366	537	107^	252	528	244	234	270	251	248	21v
SUN 9.00A 90 CBS 2	B	3.5	.0	13	312	1279	225	682	113	253	664	224	279	334	373	528	113	244	520	236	215	249	255	250	20^
187 96 N 2	C	3.5	.0	13	312	1279	225	682	113	253	664	224	279	334	373	528	113	244	520	236	215	249	255	250	20^
9.00 - 9.30	A	2.8	.0	12	253	1231	215	621	100^	210	607	186	233	299	364	532	83^	230	531	230	215	254	267	263	27v
9.30 - 10.00	A	3.5	.0	14	316	1286	242	670	132^	279	660	249	288	308	353	537	94^	244	532	238	230	266	248	257	21v
10.00 - 10.30	A	4.0	.1	15	362	1294	238	685	126^	259	667	219	277	313	369	527	132	269	510	252	245	278	237	224	16v
THIS WEEK-DAVID BRINKLEY	A	2.6	.0	8	235	1276	122^	686	59^	157^	674	134^	179^	273	485	553	91^	184^	553	184^	178^	229	237	318	27v
SUN 11.30A 60 ABC 3	B	3.1	.0	10	283	1316	149	693	83	169	679	139	190	257	472	566	119	202	556	193	173	221	215	315	26^
211 99 N 4	C	3.2	.0	10	285	1315	147	686	84	164	676	139	188	246	473	568	113	206	560	198	176	227	231	311	23^
11.30 - 12.00	A	2.3	.0	7	208	1299	97^	700	63^	153^	686	136^	181^	276	501	568	81^	189^	568	189^	189^	236	245	332	9v
12.00 - 12.30	A	2.8	.0	9	253	1304	147^	699	58^	165^	688	137^	183^	280	488	560	102^	187	560	187	176^	231	240	317	42v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEP.26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	54.9	56.8	58.2	60.3	60.8	62.8	64.1	65.7	65.4	66.0	65.8	65.2	63.7	62.7	60.8	59.3		

ABC TV

NFL MONDAY NIGHT FOOTBALL L.A. RAIDERS VS DENVER (8:00-11:57)(PAE)

ABC TV		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)						12,480											
						13.8	11.4 *		13.6 *		13.9 *		12.1 *		13.4 *		14.2 *
SHARE AUDIENCE	%					23	19 *		22 *		22 *		19 *		21 *		22 *
AVG. AUD. BY 1/4 HR	%					10.8	12.0	13.5	13.7	13.8	14.1	11.9	12.2	13.1	13.7	14.4	14.0

CBS TV

NEWHART (R) (8:00) — CAVANAUGHS (8:30) — CBS MONDAY MOVIE AFTER THE PROMISE (R)(PAE) (9:00–)

CBS TV		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)						10,580		10,120		11,120							
						11.7		11.2		12.3	11.3 *		11.8 *		13.0 *		13.3 *
SHARE AUDIENCE	%					19		17		19	17 *		18 *		21 *		22 *
AVG. AUD. BY 1/4 HR	%					11.0	12.3	11.1	11.3	11.1	11.5	11.7	11.9	12.8	13.2	13.3	13.3

NBC TV

SUMMER OLYMPICS MONDAY (7:30-12:00)(PAE)

NBC TV		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AVERAGE AUDIENCE (Hhlds (000) & %)				17,450													
				19.3	13.1 *		16.3 *		17.7 *		21.3 *		22.6 *		22.5 *		23.6 *
SHARE AUDIENCE	%			32	25 *		28 *		28 *		33 *		35 *		35 *		37 *
AVG. AUD. BY 1/4 HR	%			12.9	13.3	16.1	16.5	16.8	18.5	21.2	21.4	22.7	22.6	22.3	22.6	22.5	24.7

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.7	12.6	12.3	13.0	13.2	13.1	10.3	8.5
SHARE AUDIENCE %	23	21	20	20	20	20	16	14
SUPERSTATIONS AVERAGE AUDIENCE	2.5	2.8	2.7	2.8	3.0	2.9	1.7	1.4
SHARE AUDIENCE %	4	5	4	4	5	4	3	2
PBS AVERAGE AUDIENCE	1.7	2.2	2.3	2.6	2.0	2.2	1.5	1.3
SHARE AUDIENCE %	3	4	4	4	3	3	2	2
CABLE ORIG. AVERAGE AUDIENCE	5.3	6.3	6.2	6.4	6.9	7.0	6.2	5.0
SHARE AUDIENCE %	9	11	10	10	11	11	10	8
PAY SERVICES AVERAGE AUDIENCE	1.9	2.2	3.2	3.7	3.8	3.7	3.4	2.8
SHARE AUDIENCE %	3	4	5	6	6	6	5	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	51.5	53.7	55.7	57.8	58.3	59.7	60.9	62.7	63.4	64.0	63.7	63.7	61.7	59.9	58.6	55.3		
ABC TV					GROWING PAINS-TUE. (R)		HEAD OF THE CLASS-TUE. (R)		ABC MOVIE SPECIAL-TUE. STAND BY ME (9:00-10:50)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)					11,480 12.7		12,020 13.3		12,480 13.8	14.3 *		14.1 *		13.4 *		12.9 *		
SHARE AUDIENCE %					21		21		22	22 *		22 *		22 *		22 *		
AVG. AUD. BY 1/4 HR %					11.9	13.6	13.0	13.5	14.1	14.5	14.1	14.1	13.6	13.3	13.8	10.3		
CBS TV					GIRL-RED TRUCK, C. BROWN				CBS TUESDAY MOVIE MAYFLOWER MADAM (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950 9.9	9.6 *		10.2 *	10,030 11.1	10.0 *		10.9 *		11.4 *		12.0 *		
SHARE AUDIENCE %					16	16 *		16 *	18	16 *		17 *		19 *		21 *		
AVG. AUD. BY 1/4 HR %					9.5	9.7	10.1	10.3	9.7	10.3	10.7	11.0	11.4	11.3	11.6	12.3		
NBC TV			SUMMER OLYMPICS TUESDAY (7:30-12:00)(PAE)															
AVERAGE AUDIENCE (Hhlds (000) & %)			17,090 18.9	13.0 *		16.3 *		18.5 *		20.1 *		21.1 *		21.7 *		21.0 *		
SHARE AUDIENCE %			34	25 *		29 *		32 *		33 *		34 *		36 *		36 *		
AVG. AUD. BY 1/4 HR %			12.4	13.6	16.3	16.4	18.0	18.9	20.2	20.0	20.9	21.3	22.3	21.2	20.8	21.2		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	12.1	12.0	10.9	10.9	11.3	10.8	9.1	8.3
SHARE AUDIENCE %	23	21	18	18	18	17	15	15
SUPERSTATIONS								
AVERAGE AUDIENCE	2.5	2.3	2.4	2.6	2.7	2.6	2.0	1.7
SHARE AUDIENCE %	5	4	4	4	4	4	3	3
PBS								
AVERAGE AUDIENCE	1.4	1.9	2.1	2.2	2.0	2.2	1.5	1.3
SHARE AUDIENCE %	3	3	4	4	3	3	2	2
CABLE ORIG.								
AVERAGE AUDIENCE	5.6	6.2	6.5	7.0	7.5	7.7	6.9	6.1
SHARE AUDIENCE %	11	11	11	11	12	12	11	11
PAY SERVICES								
AVERAGE AUDIENCE	2.1	2.4	2.5	2.9	3.3	2.5	2.6	2.4
SHARE AUDIENCE %	4	4	4	5	5	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	52.2	53.9	55.4	57.1	57.2	59.1	61.0	62.5	62.3	63.0	63.4	62.8	60.9	58.5	57.1	54.4		
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		← ABC MOVIE SPECIAL-WED. NIGHT SHIFT (R)(PAE) →									
AVERAGE AUDIENCE (Hhlds (000) & %)					11,750 13.0		12,110 13.4		12,200 13.5	13.8 *		14.3 *		13.7 *		12.4 *		
SHARE AUDIENCE %					22		22		22	22 *		23 *		23 *		22 *		
AVG. AUD. BY 1/4 HR %					12.3	13.7	12.9	13.9	13.6	14.0	14.3	14.3	14.1	13.3	13.0	11.8		
CBS TV					<LIVE ! DICK CLARK PRESENTS>				← EQUALIZER (R)(PAE) →				← WISEGUY (R) →					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,140 9.0	8.5 *		9.6 *	7,140 7.9	7.9 *		8.0 *	8,140 9.0	8.9 *		9.1 *		
SHARE AUDIENCE %					15	15 *		16 *	13	13 *		13 *	16	15 *		16 *		
AVG. AUD. BY 1/4 HR %					8.4	8.5	9.5	9.7	7.9	7.9	8.2	7.8	8.7	9.1	9.0	9.2		
NBC TV			← SUMMER OLYMPICS WEDNESDAY (7:30-12:00)(PAE)															
AVERAGE AUDIENCE (Hhlds (000) & %)			15,550 17.2	11.2 *		13.7 *		15.9 *		18.8 *		20.1 *		19.7 *		19.9 *		
SHARE AUDIENCE %			31	22 *		25 *		27 *		31 *		33 *		33 *		35 *		
AVG. AUD. BY 1/4 HR %			11.3	11.0	13.5	13.9	15.5	16.2	18.4	19.2	19.9	20.3	19.8	19.5	19.9	19.8		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.1		12.5		12.4		12.4		12.6		11.6		10.2		9.1			
SHARE AUDIENCE %	25		22		21		20		20		18		17		16			
SUPERSTATIONS AVERAGE AUDIENCE	2.8		2.3		2.6		2.7		2.7		2.6		2.3		1.9			
SHARE AUDIENCE %	5		4		4		4		4		4		4		3			
PBS AVERAGE AUDIENCE	1.5		2.0		2.1		2.2		2.0		2.4		2.1		1.8			
SHARE AUDIENCE %	3		4		4		4		3		4		4		3			
CABLE ORIG. AVERAGE AUDIENCE	5.5		6.4		7.0		7.5		7.8		7.2		6.7		5.6			
SHARE AUDIENCE %	10		11		12		12		12		11		11		10			
PAY SERVICES AVERAGE AUDIENCE	1.5		2.3		2.9		3.2		3.5		3.7		3.5		3.3			
SHARE AUDIENCE %	3		4		5		5		6		6		6		6			

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEP. 29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.7	53.5	54.6	57.2	57.2	59.4	60.7	62.2	63.5	64.4	64.5	64.1	62.6	60.6	59.1	56.6
ABC TV					GROWING PAINS-THU. (R)		HEAD OF THE CLASS-THU. (R)		← COMEDY CLUB SPECIAL (PAE) →							
AVERAGE AUDIENCE (Hhlds (000))					13,290		13,560		10,030							
AVERAGE AUDIENCE (%)					14.7		15.0		11.1	12.3 *		11.3 *		10.9 *		9.8 *
SHARE AUDIENCE %					25		24		18	19 *		18 *		18 *		17 *
AVG. AUD. BY 1/4 HR %					13.7	15.6	14.7	15.4	13.0	11.6	11.6	11.0	11.2	10.6	9.8	9.8
CBS TV					← 48 HOURS NOT ON MY STREET →				← CBS THURSDAY MOVIE AGNES OF GOD (PAE) →							
AVERAGE AUDIENCE (Hhlds (000))					8,320				11,840							
AVERAGE AUDIENCE (%)					9.2	9.0 *		9.4 *	13.1	12.2 *		13.1 *		13.6 *		13.3 *
SHARE AUDIENCE %					15	15 *		15 *	21	19 *		20 *		22 *		23 *
AVG. AUD. BY 1/4 HR %					9.0	9.0	9.7	9.1	11.5	13.0	13.1	13.2	13.6	13.7	13.9	12.8
NBC TV			← SUMMER OLYMPICS THURSDAY (7:30-12:00)(PAE) →													
AVERAGE AUDIENCE (Hhlds (000))			15,910													
AVERAGE AUDIENCE (%)			17.6	11.7 *		14.2 *		16.0 *		19.0 *		20.0 *		21.2 *		21.4 *
SHARE AUDIENCE %			31	23 *		26 *		27 *		31 *		32 *		34 *		36 *
AVG. AUD. BY 1/4 HR %			11.4	12.0	14.0	14.5	15.6	16.4	18.3	19.8	19.5	20.4	21.4	20.9	21.8	21.0
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	13.0		12.0		11.5		11.9		12.9		13.3		10.2		9.3	
SHARE AUDIENCE %	24		21		20		19		20		21		17		16	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.5		2.4		2.5		2.7		2.8		3.1		2.1		1.8	
SHARE AUDIENCE %	5		4		4		4		4		5		3		3	
PBS																
AVERAGE AUDIENCE	1.6		2.0		2.1		2.2		2.3		2.0		1.6		1.3	
SHARE AUDIENCE %	3		4		4		4		4		3		3		2	
CABLE ORIG.																
AVERAGE AUDIENCE	5.6		6.0		6.3		6.5		6.9		7.0		6.1		5.1	
SHARE AUDIENCE %	11		11		11		11		11		11		10		9	
PAY SERVICES																
AVERAGE AUDIENCE	1.7		2.3		2.7		3.2		3.2		3.0		3.3		3.1	
SHARE AUDIENCE %	3		4		5		5		5		5		5		5	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEP.30, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.7	48.8	50.6	51.9	52.2	53.2	54.1	55.5	56.3	56.9	56.9	57.1	57.5	57.4	56.8	55.2
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		JUST THE TEN OF US (R)(PAE)		←——20/20——→			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,230		9,490		9,400		9,490		13,920			
					9.1		10.5		10.4		10.5		15.4	15.4 *		15.4 *
SHARE AUDIENCE %					17		19		18		18		27	27 *		28 *
AVG. AUD. BY 1/4 HR %					8.7	9.6	10.1	10.9	10.1	10.7	10.2	10.7	15.1	15.6	16.5	14.4
CBS TV					←——BEAUTY & THE BEAST (R)——→				←——CBS FRIDAY MOVIE THE LONG JOURNEY HOME (R)(PAE)——→							
AVERAGE AUDIENCE (Hhlds (000) & %)					7,410				9,490							
					8.2	8.0 *		8.3 *	10.5	9.9 *		10.6 *		10.8 *		10.7 *
SHARE AUDIENCE %					15	15 *		15 *	18	17 *		19 *		19 *		19 *
AVG. AUD. BY 1/4 HR %					8.0	8.0	8.2	8.3	9.6	10.2	10.3	10.8	11.1	10.5	10.5	10.8
NBC TV			←——SUMMER OLYMPICS FRIDAY (7:30-12:03)(PAE)———													
AVERAGE AUDIENCE (Hhlds (000) & %)			14,830													
			16.4	11.2 *		14.9 *		15.9 *		16.6 *		17.3 *		17.7 *		18.3 *
SHARE AUDIENCE %			32	24 *		30 *		30 *		30 *		31 *		31 *		33 *
AVG. AUD. BY 1/4 HR %			10.8	11.7	14.6	15.2	15.4	16.3	16.7	16.5	16.9	17.7	17.1	18.3	18.0	18.6

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	11.9	11.7	11.3	11.1	11.3	11.1	7.9	7.0
SHARE AUDIENCE %	25	23	21	20	20	19	14	13
SUPERSTATIONS								
AVERAGE AUDIENCE	2.5	2.1	2.3	2.3	2.5	2.4	1.8	1.6
SHARE AUDIENCE %	5	4	4	4	4	4	3	3
PBS								
AVERAGE AUDIENCE	1.4	1.8	1.9	1.7	1.3	1.4	1.1	1.0
SHARE AUDIENCE %	3	4	4	3	2	2	2	2
CABLE ORIG.								
AVERAGE AUDIENCE	5.1	5.8	5.7	5.7	6.1	6.0	5.1	4.7
SHARE AUDIENCE %	11	11	11	10	11	11	9	8
PAY SERVICES								
AVERAGE AUDIENCE	1.1	2.0	2.5	2.7	3.2	3.2	3.2	3.0
SHARE AUDIENCE %	2	4	5	5	6	6	6	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.1, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		44.5	46.0	47.2	48.8	52.3	53.1	53.9	54.9	55.4	55.4	55.2	55.2	54.9	53.9	51.9	50.4	48.9	46.9
ABC TV						WHO'S THE BOSS?-SA. (R)		ABC MOVIE SPECIAL-SA. CLUB PARADISE (PAE) [8:30–10:30]								LYNDON LAROUCHE IN '88			
AVERAGE AUDIENCE (Hhlds (000) & %)						9,400		8,410								3,250			
						10.4		9.3	9.0 *		9.6 *		9.7 *		9.2 *	3.6			
SHARE AUDIENCE	%					20		17	17 *		17 *		18 *		17 *	7			
AVG. AUD. BY 1/4 HR	%					9.8	11.0	9.1	8.8	9.6	9.5	9.6	9.7	9.5	8.9	4.1	3.2		
CBS TV						FIRST IMPRESSIONS		FRANK'S PLACE (R)		CBS SPECIAL MOVIE DEAL OF THE CENTURY (PAE) [9:00–11:00]									
AVERAGE AUDIENCE (Hhlds (000) & %)						4,880		5,060		6,330									
						5.4		5.6		7.0	6.1 *		6.6 *		7.2 *		8.3 *		
SHARE AUDIENCE	%					10		10		13	11 *		12 *		13 *		16 *		
AVG. AUD. BY 1/4 HR	%					5.5	5.3	5.5	5.7	5.9	6.3	6.3	6.8	7.4	7.1	8.1	8.4		
NBC TV				SUMMER OLYMPICS:SAT-1 (7:30-12:00)															
AVERAGE AUDIENCE (Hhlds (000) & %)				14,920															
				16.5	11.7 *		14.2 *		16.5 *		17.8 *		18.2 *		17.6 *		18.4 *		17.6 *
SHARE AUDIENCE	%			32	24 *		28 *		32 *		33 *		34 *		32 *		35 *		35 *
AVG. AUD. BY 1/4 HR	%			11.4	12.0	14.2	14.1	16.2	16.7	17.8	17.8	18.0	18.4	17.8	17.5	18.4	18.4	17.9	17.2
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		11.6		12.1		10.4		10.6		10.3		9.9		10.3		10.1		8.2	
SHARE AUDIENCE %		26		25		20		19		19		18		19		20		17	
SUPERSTATIONS AVERAGE AUDIENCE		3.2		3.3		2.6		2.4		2.6		2.3		2.3		2.1		1.9	
SHARE AUDIENCE %		7		7		5		4		5		4		4		4		4	
PBS AVERAGE AUDIENCE		1.8		2.3		2.8		2.9		2.2		2.2		1.7		2.0		1.5	
SHARE AUDIENCE %		4		5		5		5		4		4		3		4		3	
CABLE ORIG. AVERAGE AUDIENCE		6.7		7.5		7.5		8.2		8.1		8.0		7.7		7.5		5.1	
SHARE AUDIENCE %		15		16		14		15		15		14		14		15		11	
PAY SERVICES AVERAGE AUDIENCE		3.1		3.1		4.3		4.8		4.8		4.4		4.5		4.9		4.8	
SHARE AUDIENCE %		7		6		8		9		9		8		8		10		10	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		43.2	40.4	37.6	35.3	32.6	30.2	26.2	22.9	20.1	18.4	16.3	14.7	13.5	12.2
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)		1,450													
		1.6													
SHARE AUDIENCE	%	4													
AVG. AUD. BY 1/4 HR	%	1.6													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)															
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		SUMMER OLYMPICS:SAT (7:30-12:00)	← SUMMER OLYMPICS:SAT-2 (12:00-1:05) →							← SUMMER OLYMPICS SAT. LATE (1:35-3:00) →					
AVERAGE AUDIENCE (Hhlds (000) & %)				13,830						6,060					
			16.8 *	15.3	15.7 *		14.9 *			6.7	7.3 *		6.7 *		6.3 *
SHARE AUDIENCE	%		37 *	40	38 *		40 *			33	30 *		32 *		36 *
AVG. AUD. BY 1/4 HR	%	17.3	16.4	16.3	15.2	15.1	14.7	14.4		7.6	7.1	6.8	6.6	6.6	5.9
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.3		7.3		6.5		5.2		4.2		3.1		2.4	
SHARE AUDIENCE %		20		20		21		21		22		20		19	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.9		1.8		1.4		1.1		0.7		0.4		0.3 ^	
SHARE AUDIENCE %		5		5		4		4		4		3		2 ^	
PBS															
AVERAGE AUDIENCE		1.4		1.0		0.7		0.5		0.4		0.3 ^		0.2 ^	
SHARE AUDIENCE %		3		3		2		2		2		2 ^		2 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.4		3.4		3.0		2.5		2.3		1.9		1.8	
SHARE AUDIENCE %		11		9		10		10		12		12		14	
PAY SERVICES															
AVERAGE AUDIENCE		4.5		4.4		3.8		3.1		3.0		2.6		2.2	
SHARE AUDIENCE %		11		12		12		13		16		17		17	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		54.5	57.0	59.2	60.6	61.8	63.1	64.3	65.3	65.6	66.0	65.6	64.6	62.0	59.9	57.6	55.0	50.2	44.9
ABC TV		MR. BELVEDERE-SU.(R)		MUTTS		WHO'S THE BOSS?-SU.(R)		PERFECT STRANGERS-SU.(R)		←ABC SUNDAY NIGHT MOVIE LIBERACE (PAE)→									
AVERAGE AUDIENCE (Hhlds (000) & %)		6,690 7.4		7,680 8.5		9,940 11.0		10,120 11.2		15,190 16.8	14.8 *		16.7 *		18.0 *		17.8 *		
SHARE AUDIENCE	%	13		14		18		17		27	22 *		26 *		30 *		32 *		
AVG. AUD. BY 1/4 HR	%	6.9	8.0	8.1	8.9	10.2	11.7	10.9	11.6	13.9	15.7	16.6	16.9	17.8	18.1	17.8	17.8		
CBS TV		(1)	←60 MINUTES (7:22-8:22)(PAE)→				←MURDER, SHE WROTE (8:22-9:22)(R)(PAE)→				←CBS SUNDAY MOVIE COCOON (9:22-11:52)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)			15,820 17.5		17.8 *		15,100 16.7		15.8 *		15,460 17.1		17.6 *		17.8 *		17.9 *		17.5 *
SHARE AUDIENCE	%		29		30 *		26		24 *		31		27 *		29 *		31 *		36 *
AVG. AUD. BY 1/4 HR	%	12.1	14.4	16.8	18.7	18.6	14.6	15.4	16.3	18.7	16.9	17.3	17.8	17.9	17.7	18.0	17.8	18.0	17.1
NBC TV		←SUMMER OLYMPICS CLOSING (7:00-10:33)(PAE)→															(2)		
AVERAGE AUDIENCE (Hhlds (000) & %)		11,120 12.3	12.2 *		12.8 *		13.1 *		13.6 *		12.8 *		11.8 *		9.9 *				
SHARE AUDIENCE	%	20	22 *		21 *		21 *		21 *		19 *		18 *		16 *				
AVG. AUD. BY 1/4 HR	%	12.1	12.3	12.9	12.8	13.0	13.2	14.0	13.2	13.1	12.5	12.3	11.3	10.4	9.4				
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		11.9		12.4		13.6		14.1		11.8		10.5		8.7		7.0		5.2	
SHARE AUDIENCE %		21		21		22		22		18		16		14		12		11	
SUPERSTATIONS AVERAGE AUDIENCE		2.3		2.0		2.5		2.8		3.0		2.9		2.4		2.0		1.6	
SHARE AUDIENCE %		4		3		4		4		5		4		4		4		3	
PBS AVERAGE AUDIENCE		2.3		2.0		2.4		2.8		1.7		1.8		1.2		1.1		0.8	
SHARE AUDIENCE %		4		3		4		4		3		3		2		2		2	
CABLE ORIG. AVERAGE AUDIENCE		6.1		5.8		4.8		5.1		4.9		5.1		4.9		4.5		3.0	
SHARE AUDIENCE %		11		10		8		8		7		8		8		8		6	
PAY SERVICES AVERAGE AUDIENCE		4.2		4.6		6.4		7.4		8.3		8.4		6.2		5.6		5.0	
SHARE AUDIENCE %		8		8		10		11		13		13		10		10		11	

U.S. TV HOUSEHOLDS: 90,400,000

(1) CBS NFL FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) SUMMER OLYMPICS-CLOSING,(SUS),(PAE),NBC,(10:33-11:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 2, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		37.7	31.8	27.2	23.5	20.4	18.0	15.7	13.8	12.2	10.8	9.4	8.5	7.9	7.4
ABC TV								(1)							
AVERAGE AUDIENCE (Hhlds (000) & %)	{							1,720							
								1.9							
SHARE AUDIENCE	%							9							
AVG. AUD. BY 1/4 HR	%							1.9							
CBS TV		CBS SUNDAY MOVIE COCOON (9:22-11:52)				(2)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{				2,350										
			14.2 *		2.6										
SHARE AUDIENCE	%		38 *		11										
AVG. AUD. BY 1/4 HR	%	15.9	10.6		2.8	2.4									
NBC TV		(3)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,360													
		1.5													
SHARE AUDIENCE	%	5													
AVG. AUD. BY 1/4 HR	%	1.5													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		5.1		4.7		3.8		2.9		2.2		1.8		1.6	
SHARE AUDIENCE %		15		19		20		20		19		20		21	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.3		1.4		1.1		1.1		0.8		0.7		0.6	
SHARE AUDIENCE %		4		6		6		7		7		8		8	
PBS															
AVERAGE AUDIENCE		0.8		0.5		0.4		0.3 ^		0.2 ^		0.1 ^		0.1 ^	
SHARE AUDIENCE %		2		2		2		2 ^		2 ^		1 ^		1 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		2.9		2.3		2.0		1.6		1.5		1.2		1.1	
SHARE AUDIENCE %		8		9		10		11		13		13		14	
PAY SERVICES															
AVERAGE AUDIENCE		4.4		3.4		2.9		2.5		2.1		1.8		1.6	
SHARE AUDIENCE %		13		13		15		17		18		20		21	

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(1:00-1:15)
(2) CBS SUNDAY NEWS,CBS,(12:22-12:37)
(3) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. SEP.26–30,1988

TIME		6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT		8.3	10.1	12.5	15.0	17.6	19.8	20.9	21.4	21.5	21.7	21.5	21.3	20.8	20.9	21.0	21.1	21.2	21.0
ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE) (M-WF)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE) (M-WF)						(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)			1,230		2,120			3,440				3,410							
			1.4		2.3			3.8				3.8							
SHARE AUDIENCE	%		14		16			18				18							
AVG. AUD. BY 1/4 HR	%		1.4		2.3			3.9	3.7			3.7	3.8						
CBS TV				CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2 (M-WF)(PAE)						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)				1,030				2,330				2,150						2,480	
				1.1				2.6				2.4						2.7	
SHARE AUDIENCE	%			11				12				12						13	
AVG. AUD. BY 1/4 HR	%			1.0	1.2			2.6	2.6			2.4	2.4					2.6	2.9
NBC TV		NBC NEWS AT SUNRISE				———————————— (PAE) ————————————												(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,460																	
		1.6																	
SHARE AUDIENCE	%	21																	
AVG. AUD. BY 1/4 HR	%	1.4	1.8																
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		1.6		3.0		5.3		6.2		5.6		5.1		4.5		4.4		4.4	
SHARE AUDIENCE %		18		22		28		29		26		24		22		21		21	
SUPERSTATIONS																			
AVERAGE AUDIENCE		0.8		1.3		2.0		2.1		1.9		1.8		1.6		1.6		1.4	
SHARE AUDIENCE %		8		9		11		10		9		8		7		7		7	
PBS																			
AVERAGE AUDIENCE		0.1 ^		0.1 ^		0.4		0.7		0.9		1.1		1.1		1.1		1.0	
SHARE AUDIENCE %		1 ^		1 ^		2		3		4		5		5		5		5	
CABLE ORIG.																			
AVERAGE AUDIENCE		1.4		1.7		2.0		2.3		2.3		2.2		2.1		2.4		2.4	
SHARE AUDIENCE %		15		12		11		11		11		10		10		12		11	
PAY SERVICES																			
AVERAGE AUDIENCE		0.7		0.6		0.8		0.7		0.7		0.8		0.8		0.8		0.9	
SHARE AUDIENCE %		7		4		4		3		3		4		4		4		4	

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		20.9	21.2	21.0	21.4	22.1	22.5	23.6	24.5	25.1	25.8	27.0	27.8	27.7	27.9	27.1	27.3	27.0	27.3
ABC TV		(PAE)		(PAE)		HOME (M-WF)(PAE)		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)						2,260		1,920		3,150		6,200				6,470			
						2.5		2.1		3.5		6.9	6.4 *		7.3 *	7.2	7.1 *		7.3 *
SHARE AUDIENCE	%					12		9		14		25	23 *		26 *	26	26 *		27 *
AVG. AUD. BY 1/4 HR	%					2.6	2.4	2.2	2.2	3.3	3.7	6.1	6.7	7.2	7.4	7.1	7.1	7.2	7.3
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1 (TUE-FRI)(PAE)		PRICE IS RIGHT 2 (M-WF)(PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)		2,440		4,110		5,040				6,650				4,740		5,640			
		2.7		4.6		5.6				7.4	7.2 *		7.5 *	5.2		6.2	6.3 *		6.2 *
SHARE AUDIENCE	%	13		22		26				29	29 *		29 *	19		23	23 *		23 *
AVG. AUD. BY 1/4 HR	%	2.6	2.8	4.3	4.8	5.6	5.6			7.0	7.5	7.5	7.5	5.3	5.3	6.2	6.3	6.3	6.2
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW (M-WF)(PAE)		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES→ (PAE)				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)		2,480		3,680		3,210		2,640		3,490		5,350				3,960			
		2.7		4.1		3.6		2.9		3.9		5.9	5.7 *		6.1 *	4.4	4.4 *		4.4 *
SHARE AUDIENCE	%	13		19		17		12		15		21	21 *		22 *	16	16 *		16 *
AVG. AUD. BY 1/4 HR	%	2.6	2.8	4.0	4.2	3.5	3.6	2.8	3.0	3.8	3.9	5.7	5.8	6.1	6.1	4.5	4.3	4.3	4.5
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		4.3		4.4		4.5		4.8		5.3		4.9		5.4		5.3		5.4	
SHARE AUDIENCE %		20		21		20		20		21		18		20		19		20	
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.4		1.5		1.7		1.7		1.8		1.5		1.6		1.6		1.6	
SHARE AUDIENCE %		7		7		7		7		7		5		6		6		6	
PBS																			
AVERAGE AUDIENCE		0.8		0.7		0.6		0.7		0.7		0.8		0.8		0.7		0.6	
SHARE AUDIENCE %		4		3		3		3		3		3		3		2		2	
CABLE ORIG.																			
AVERAGE AUDIENCE		2.6		2.7		2.5		2.6		2.6		2.7		2.9		3.1		3.1	
SHARE AUDIENCE %		12		13		11		11		10		10		10		12		11	
PAY SERVICES																			
AVERAGE AUDIENCE		0.9		0.9		0.9		0.8		0.9		0.9		0.9		0.9		1.0	
SHARE AUDIENCE %		4		4		4		3		3		3		3		3		4	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP.26-30,1988

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		26.8	27.6	28.2	29.0	29.3	31.3	32.7	34.4	35.6	37.1	38.4	40.7	47.2	48.9	50.3	51.4
ABC TV		←GENERAL HOSPITAL→				←(PAE)→										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)		7,050 7.8	7.6 *		8.0 *											9,080 10.0	
SHARE AUDIENCE	%	28	28 *		28 *											20	
AVG. AUD. BY 1/4 HR	%	7.5	7.8	7.9	8.0											9.9	10.2
CBS TV		←GUIDING LIGHT→ (PAE)														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)		4,940 5.5	5.4 *		5.5 *											8,900 9.8	
SHARE AUDIENCE	%	20	20 *		19 *											20	
AVG. AUD. BY 1/4 HR	%	5.5	5.4	5.5	5.5											9.8	9.9
NBC TV		SANTA BARBARA (PAE)				←(PAE)→										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,720 4.1														8,660 9.6	
SHARE AUDIENCE	%	15														21	
AVG. AUD. BY 1/4 HR	%	4.2	4.1													9.5	9.7
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		5.7		6.7		7.7		9.1		9.9		10.6		11.4		12.8	
SHARE AUDIENCE %		21		23		25		27		27		27		24		25	
SUPERSTATIONS AVERAGE AUDIENCE		1.4		1.4		2.0		2.5		2.5		2.6		2.6		2.8	
SHARE AUDIENCE %		5		5		7		7		7		6		5		5	
PBS AVERAGE AUDIENCE		0.6		0.7		0.9		0.9		0.9		0.8		1.0		1.2	
SHARE AUDIENCE %		2		3		3		3		2		2		2		2	
CABLE ORIG. AVERAGE AUDIENCE		3.2		3.6		3.9		4.0		4.3		4.8		4.9		5.0	
SHARE AUDIENCE %		12		12		13		12		12		12		10		10	
PAY SERVICES AVERAGE AUDIENCE		1.1		1.0		0.9		1.1		1.2		1.3		1.3		1.7	
SHARE AUDIENCE %		4		3		3		3		3		3		3		3	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES — DAY SAT. OCT. 1, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.0	8.4	9.6	11.3	13.4	15.8	18.4	20.5	22.6	24.3	25.0	26.3	27.2	28.0	28.1	28.7	28.6	28.8
ABC TV					BEANY AND CECIL		WINNIE THE POOH I		WINNIE THE POOH II		SLIMER ! & REAL GHOSTS. I		SLIMER ! & REAL GHOSTS. II		PUP NAMED SCOOBY DOO		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,720 1.9		3,440 3.8		4,700 5.2		4,250 4.7		5,060 5.6		4,610 5.1		4,700 5.2	
SHARE AUDIENCE %					13		19		22		18		20		18		18	
AVG. AUD. BY 1/4 HR %					1.7	2.2	3.5	4.1	5.0	5.4	4.5	4.8	5.6	5.5	4.9	5.2	5.1	5.4
CBS TV					ADV. RAGGEDY ANN & ANDY		SUPERMAN		MUPPET BABIES I		MUPPET BABIES II		PEE WEE'S PLAYHOUSE		GARFIELD AND FRIENDS		HEY, VERN, IT'S ERNEST (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,990 2.2		2,710 3.0		3,530 3.9		4,340 4.8		5,060 5.6		5,510 6.1		3,890 4.3	
SHARE AUDIENCE %					15		15		16		19		20		21		15	
AVG. AUD. BY 1/4 HR %					2.0	2.5	2.7	3.3	3.9	4.0	4.7	5.0	5.4	5.8	6.2	6.1	4.6	4.0
NBC TV					KISSYFUR (PAE)		GUMMI BEARS		SMURFS I		SMURFS II (PAE)		ALF-SAT MORN I		ALF-SAT MORN II (PAE)		ALVIN AND THE CHIPMUNKS	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,350 2.6		3,070 3.4		3,800 4.2		4,610 5.1		4,430 4.9		4,520 5.0		4,340 4.8	
SHARE AUDIENCE %					19		19		20		23		19		19		17	
AVG. AUD. BY 1/4 HR %					2.3	2.9	3.2	3.6	4.0	4.4	5.1	5.1	4.9	4.9	5.1	4.9	4.6	5.0
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.6		2.4		3.0		3.3		3.9		5.0		5.4		5.6		6.2	
SHARE AUDIENCE %	21		23		21		17		17		20		20		20		22	
SUPERSTATIONS AVERAGE AUDIENCE	0.6		1.0		1.2		1.2		1.3		1.5		1.5		1.6		1.9	
SHARE AUDIENCE %	8		10		8		6		6		6		5		6		7	
PBS AVERAGE AUDIENCE	0.1 ^		0.3 ^		0.6		0.7		0.8		1.2		1.3		1.2		1.3	
SHARE AUDIENCE %	1 ^		3 ^		4		4		3		5		5		4		5	
CABLE ORIG. AVERAGE AUDIENCE	1.6		1.9		2.4		2.9		3.5		3.6		4.0		4.3		4.3	
SHARE AUDIENCE %	21		18		16		15		15		14		14		15		15	
PAY SERVICES AVERAGE AUDIENCE	1.4		1.6		1.6		2.0		2.3		2.1		2.1		2.0		2.2	
SHARE AUDIENCE %	18		15		11		10		10		8		8		7		8	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.7	29.1	28.5	29.1	29.7	29.9	29.4	29.9	30.1	30.5	31.5	31.5	31.3	31.7	31.8	32.0	31.8	32.0
ABC TV	BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		(1)												(2)	
AVERAGE AUDIENCE (Hhlds (000) & %)	5,600		3,250		2,350												4,610	
	6.2		3.6		2.6												5.1	3.4 *
SHARE AUDIENCE %	21		12		9												14	11 *
AVG. AUD. BY 1/4 HR %	6.2	6.3	3.7	3.6	2.5	2.6											3.4	3.5
CBS TV	FLIP		MIGHTY MOUSE		(3)								←CBS COLLEGE FOOTBALL GAME LSU VS FLORIDA (2:39-6:00)(PAE)→					
AVERAGE AUDIENCE (Hhlds (000) & %)	2,890		2,890		2,440								3,980					
	3.2		3.2		2.7								4.4	3.6 *		4.2 *		4.5 *
SHARE AUDIENCE %	11		11		9								13	11 *		13 *		14 *
AVG. AUD. BY 1/4 HR %	3.2	3.3	3.0	3.4	2.5	2.8							3.2	3.7	4.1	4.3	4.1	4.9
NBC TV	MISADVENTURES -ED GRIMLEY (PAE)		SUMMER OLYMPICS SAT. MID ←				←NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS NEW YORK METS BOSTON VS CLEVELAND (1:00-4:08)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)	2,980		4,520				3,800											
	3.3		5.0	4.4 *		5.6 *	4.2	4.3 *		4.0 *		4.2 *		4.3 *		4.4 *		4.0 *
SHARE AUDIENCE %	12		17	16 *		19 *	14	15 *		13 *		13 *		14 *		14 *		13 *
AVG. AUD. BY 1/4 HR %	3.5	3.1	4.1	4.6	5.5	5.6	4.7	4.0	3.9	4.1	4.2	4.1	4.3	4.3	4.5	4.3	3.9	4.0

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	6.6	6.7	7.0	7.4	8.4	8.2	9.3	8.9	9.8
SHARE AUDIENCE %	23	23	23	25	28	26	30	28	31
SUPERSTATIONS									
AVERAGE AUDIENCE	2.0	1.8	1.6	1.9	2.3	1.9	2.4	2.4	2.6
SHARE AUDIENCE %	7	6	5	6	8	6	8	8	8
PBS									
AVERAGE AUDIENCE	1.5	1.6	1.6	1.4	1.7	2.3	2.2	1.6	1.5
SHARE AUDIENCE %	5	6	5	5	6	7	7	5	5
CABLE ORIG.									
AVERAGE AUDIENCE	4.6	4.8	5.1	5.5	5.4	5.9	6.1	6.8	6.4
SHARE AUDIENCE %	16	17	17	19	18	19	19	21	20
PAY SERVICES									
AVERAGE AUDIENCE	2.9	3.3	3.4	2.8	3.3	3.8	3.2	3.2	3.3
SHARE AUDIENCE %	10	11	11	9	11	12	10	10	10

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND SPECIALS,O.G.R./LITTLE RED RIDING HOOD,ABC,(12:30-1:00),(R)
(2) ABC COLLEGE FTBALL GAME,UCLA V WASHGTN/MICH STATE V IOWA,ABC,(3:30-6:49)
(3) CBS STORYBREAK,RAG ANN&ANDY:CAMEL WRINKED KNEES,CBS,(12:30-1:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 1, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.7	32.4	33.2	34.4	35.2	36.4	37.5	38.6	40.1	41.8	43.0	43.6

ABC TV

ABC COLLEGE FTBALL GAME → UCLA VS WASHINGTON / MICHIGAN STATE VS IOWA (3:30-6:49)(PAE); (1)

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		4.1 *		4.6 *		4.6 *		5.6 *		7.0 *		4,610 5.1
SHARE AUDIENCE %		13 *		14 *		13 *		15 *		17 *		12
AVG. AUD. BY 1/4 HR %	3.7	4.4	4.7	4.5	4.4	4.9	5.2	5.9	6.8	7.1	7.3	5.1

CBS TV

CBS COLLEGE FOOTBALL GAME → LSU VS FLORIDA (2:39-6:00)(PAE); CBS SAT. NEWS-SCHIEFFER

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		4.7 *		4.2 *		4.7 *		4.7 *			7,230 8.0	
SHARE AUDIENCE %		15 *		12 *		13 *		12 *			18	
AVG. AUD. BY 1/4 HR %	4.8	4.6	4.1	4.4	4.8	4.5	4.7	4.6			7.5	8.4

NBC TV

SUMMER OLYMPICS SAT. PM (4:08-7:00)(PAE)

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)	6,510 7.2	4.5 *		5.9 *		7.0 *		7.9 *		8.3 *		9.2 *
SHARE AUDIENCE %	19	14 *		17 *		20 *		21 *		20 *		21 *
AVG. AUD. BY 1/4 HR %	4.2	4.6	5.5	6.2	7.0	7.0	7.8	7.9	8.2	8.4	9.1	9.4

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	10.0	10.2	9.9	10.9	10.7	11.2
SHARE AUDIENCE %	31	30	28	29	26	26
SUPERSTATIONS AVERAGE AUDIENCE	2.6	2.7	2.4	2.9	3.1	3.2
SHARE AUDIENCE %	8	8	7	8	8	7
PBS AVERAGE AUDIENCE	1.5	1.5	1.8	1.7	1.8	1.7
SHARE AUDIENCE %	5	4	5	4	4	4
CABLE ORIG. AVERAGE AUDIENCE	6.4	6.4	6.4	6.3	6.1	6.3
SHARE AUDIENCE %	20	19	18	17	15	15
PAY SERVICES AVERAGE AUDIENCE	2.5	2.5	3.2	3.2	2.7	2.6
SHARE AUDIENCE %	8	7	9	8	7	6

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FOOTBALL-POST,(PAE),ABC,(6:49-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 2, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		6.4	7.4	8.3	10.0	11.8	13.6	15.8	18.4	20.6	22.5	24.2	25.3	26.8	27.4	28.0	29.0	29.6	30.6
ABC TV																HEALTH SHOW		BUSINESS WORLD	
AVERAGE AUDIENCE (Hhlds (000) & %)	{															990 1.1		900 1.0	
SHARE AUDIENCE	%															4		3	
AVG. AUD. BY 1/4 HR	%															1.1	1.0	0.9	1.0
CBS TV						FOR OUR TIMES (SUS)				← SUNDAY MORNING					→	FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)	{									3,070 3.4	2.8 *		3.5 *		4.0 *	2,170 2.4			
SHARE AUDIENCE	%									14	12 *		14 *		15 *	8			
AVG. AUD. BY 1/4 HR	%									2.6	2.9	3.1	3.8	4.1	3.9	2.4	2.3		
NBC TV						← SUMMER OLYMPICS SUN. AM (8:00-12:00)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{					4,970 5.5	2.6 *		4.1 *		5.1 *		5.3 *		6.0 *		6.2 *		7.1 *
SHARE AUDIENCE	%					22	17 *		21 *		22 *		20 *		21 *		21 *		23 *
AVG. AUD. BY 1/4 HR	%					2.1	3.1	3.7	4.5	4.8	5.4	5.5	5.1	5.8	6.2	6.2	6.2	6.6	7.7
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		1.9		2.8		3.8		4.8		6.0		6.7		6.8		7.8		8.3	
SHARE AUDIENCE %		28		31		30		28		28		27		25		27		28	
SUPERSTATIONS																			
AVERAGE AUDIENCE		0.3 ^		0.8		1.1		1.6		2.0		2.0		1.8		2.1		2.2	
SHARE AUDIENCE %		4 ^		9		9		9		9		8		7		7		7	
PBS																			
AVERAGE AUDIENCE		0.1 ^		0.3 ^		0.9		1.3		1.5		1.6		1.5		1.4		1.5	
SHARE AUDIENCE %		1 ^		3 ^		7		8		7		6		6		5		5	
CABLE ORIG.																			
AVERAGE AUDIENCE		1.6		2.3		3.0		3.8		4.4		4.8		5.5		5.7		5.6	
SHARE AUDIENCE %		23		25		24		22		20		19		20		20		19	
PAY SERVICES																			
AVERAGE AUDIENCE		1.4		1.3		1.5		1.7		2.2		2.5		2.7		2.9		2.9	
SHARE AUDIENCE %		20		14		12		10		10		10		10		10		10	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.2, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		30.5	30.9	31.0	31.9	33.0	34.5	35.1	36.8	38.0	38.9	39.2	39.4	39.2	39.8	40.5	41.2	41.4	42.2
ABC TV		←THIS WEEK-DAVID BRINKLEY→																	
AVERAGE AUDIENCE (Hhlds (000) & %)		2,350 2.6	2.3 *		2.8 *														
SHARE AUDIENCE	%	8	7 *		9 *														
AVG. AUD. BY 1/4 HR	%	2.3	2.3	2.6	3.0														
CBS TV						CBS NFL TODAY		←CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)						5,330 5.9		11,390 12.6	10.6 *		12.3 *		12.8 *		12.7 *		12.8 *		14.1 *
SHARE AUDIENCE	%					18		32	30 *		32 *		33 *		32 *		31 *		34 *
AVG. AUD. BY 1/4 HR	%					5.2	6.5	9.6	11.6	12.2	12.6	13.4	12.4	12.5	12.7	12.6	13.1	14.1	14.1
NBC TV		SUMMER OLYMPICS SUN. AM (8:00-12:00)		MEET THE PRESS		NFL LIVE		←NFL SINGLE VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)			7.8 *	2,620 2.9		4,970 5.5		12,660 14.0	11.5 *		13.6 *		14.7 *		13.9 *		14.7 *		14.3 *
SHARE AUDIENCE	%		25 *	10		17		35	32 *		35 *		37 *		35 *		36 *		34 *
AVG. AUD. BY 1/4 HR	%	7.7	7.9	3.2	2.6	5.1	5.8	10.9	12.2	13.3	14.1	14.4	14.7	13.2	14.3	15.0	14.2	13.9	14.8
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		8.8		9.5		10.2		8.6		8.4		8.4		8.9		8.6		8.8	
SHARE AUDIENCE %		29		30		30		24		22		21		23		21		21	
SUPERSTATIONS																			
AVERAGE AUDIENCE		2.5		2.7		2.9		2.4		2.2		1.9		1.9		1.9		1.8	
SHARE AUDIENCE %		8		9		9		7		6		5		5		5		4	
PBS																			
AVERAGE AUDIENCE		1.2		1.2		1.3		1.1		1.1		1.0		1.0		1.2		1.3	
SHARE AUDIENCE %		4		4		4		3		3		3		3		3		3	
CABLE ORIG.																			
AVERAGE AUDIENCE		5.5		6.7		6.1		5.4		5.5		5.2		5.5		5.6		5.7	
SHARE AUDIENCE %		18		21		18		15		14		13		14		14		14	
PAY SERVICES																			
AVERAGE AUDIENCE		2.7		2.7		2.3		2.4		2.3		2.7		2.6		3.0		2.7	
SHARE AUDIENCE %		9		9		7		7		6		7		7		7		6	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 2, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		42.0	41.9	42.1	42.4	42.1	43.2	43.2	43.9	46.3	47.4	48.4	49.7
ABC TV												ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)	{											5,600 6.2	
SHARE AUDIENCE	%											12	
AVG. AUD. BY 1/4 HR	%											6.1	6.3
CBS TV		←CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)	{	9,130 10.1	8.2 *		10.3 *		10.9 *		10.4 *		9.9 *		9.7 *
SHARE AUDIENCE	%	22	20 *		24 *		26 *		24 *		21 *		20 *
AVG. AUD. BY 1/4 HR	%	7.7	8.9	10.2	10.4	11.0	10.8	10.5	10.3	9.9	9.9	9.7	9.6
NBC TV		←NFL SINGLE→ VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)										NBC NIGHTLY NEWS-SUN(B)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		15.2 *		7.8 *							5,510 6.1	
SHARE AUDIENCE	%		36 *		18 *							12	
AVG. AUD. BY 1/4 HR	%	15.4	10.6	7.8	7.3							5.9	6.3

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	9.0	9.9	9.6	9.8	9.8	11.2
SHARE AUDIENCE %	21	23	23	23	21	23
SUPERSTATIONS						
AVERAGE AUDIENCE	1.8	2.1	2.3	2.5	2.7	3.0
SHARE AUDIENCE %	4	5	5	6	6	6
PBS						
AVERAGE AUDIENCE	1.3	1.2	1.2	1.4	1.5	1.5
SHARE AUDIENCE %	3	3	3	3	3	3
CABLE ORIG.						
AVERAGE AUDIENCE	5.9	6.0	5.7	6.1	5.9	6.3
SHARE AUDIENCE %	14	14	13	14	13	13
PAY SERVICES						
AVERAGE AUDIENCE	2.9	3.2	3.3	3.5	3.7	3.3
SHARE AUDIENCE %	7	8	8	8	8	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen Television Index

CLIENT NOTICE

October 19, 1988

THE POCKETPIECE REPORT
September 26-October 2, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26-OCT.2,1988

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG AUD %	VCR RECD %	SH %	AVG AUD (000)	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
ABC SPECIAL REPORT-10:30A(S) THU 10.30A 30 ABC 207 97 N	A	7.1		28	642	97	165	134	61^	723	195	368	315	365	337	305	450	216	11v	8v	8v	44^	38^	54^	28^
ABC SPECIAL REPORT-11:21A(S) THU 11.21A 39 ABC 209 98 N	A	8.2		28	741	87	163	143	86	723	209	375	296	338	312	306	428	209	10v	12v	10v	46^	55^	68	32^
11.00 - 11.30	A	7.4		27	669	92	174	156	92	714	221	379	295	334	305	296	455	220	8v	15v	11v	55^	43^	61^	37^
11.30 - 12.00	A	8.4		28	759	86	161	141	84	729	207	376	298	341	316	310	423	207	10v	11v	9v	44^	58^	70	31^

114/115 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP.26-OCT.2,1988

AVERAGE MINUTE AUDIENCE %

DAY TIME NETWORK PROGRAM NAME	HOUSEHOLDS	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY FRIDAY DAYTIME																					
10.30-11.00AM TVU	21.0	19.8	8.0	8.1	9.4	14.2	12.1	12.1	12.2	12.6	13.9	18.1	8.3	13.0	3.0	3.4	3.1	8.3	8.2	16.0	2.9
A ABC SPECIAL REPORT-10:30A(S)	7.1	6.6	2.6	2.6	2.2^	5.0	3.7	4.0	4.4	4.5	5.1	6.9	3.4	6.5	.7v	.5v	.5v	1.6^	1.4^	2.4^	.9^
11.00 11.30AM TVU	21.2	19.2	7.8	7.9	10.2	14.4	12.2	12.1	11.8	12.2	13.5	19.0	8.6	13.7	2.8	3.4	3.3	7.9	8.1	15.3	2.9
A ABC SPECIAL REPORT-11:21A(S)*	7.4	6.6	2.9	3.2	3.5	5.1	4.4	4.3	4.3	4.3	4.8	7.0	3.6	6.9	.5v	1.0v	.7v	2.0^	1.7^	2.8^	1.2^
11.30-12.00N TVU	22.2	18.5	8.1	8.0	10.6	15.4	12.5	12.6	12.4	12.8	14.4	21.1	9.1	15.1	3.1	3.4	3.3	7.3	7.9	14.2	3.0
A ABC SPECIAL REPORT-11:21A(S)	8.4	7.0	3.0	3.2	3.6	5.9	4.6	4.8	4.9	5.0	5.7	8.3	3.8	7.4	.8v	.8v	.7v	1.9^	2.6^	3.7	1.1^

CLIENT NOTICE

November 23, 1988

THE POCKETPIECE REPORT
September 26-October 2, 1988

The following revised program audience estimates are the result of informatio received from the network too late for inclusion in the above report.

56 & 57 PROGRAM AUDIENCE ESTIMATES (Alpha) SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. (000)	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																									
ABC WEEKEND SPECIALS(R)	A	2.5	.1	8	226	1686	195^	472	397	143^	374	262	116^	146^	175^	86^	578	289	289	260	318	128^	189^	148^	170^
SAT 12.30P 30 ABC 1	B	2.5	.1	8	226	1686	195^	472	397	143^	374	262	116^	146^	175^	86^	578	289	289	260	318	128^	189^	148^	170^
121 57 CA 2	C	2.8	.1	9	249	1588	172	435	329	117	315	244	105	139	148	97	595	328	287	250	345	171	173	173	172
O.G.R./LITTLE RED RIDING HOOD																									
ANIMAL CRACK-UPS	A	3.6	.1	12	325	1527	143	410	315	201	368	321	196	125^	164	157	427	194	233	193	234	109^	126^	104^	131^
SAT 12.00N 30 ABC 2	B	3.8	.1	13	339	1534	162	431	338	161	381	261	148	113	139	121	461	208	253	198	263	121	142	127	136
152 72 CL 3	C	3.9	.1	13	350	1533	153	417	317	138	345	244	128	115	140	104	528	258	270	237	290	140	151	148	143

62 PROGRAM AUDIENCE ESTIMATES (Alpha) SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. (000)	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC COLLEGE FTBALL GAME	A	5.0	.0	14	452	1388	155	447	179	427	176	770	90^	240	382	737	348	402	291	345	325	335	92^	63^	79^
SAT 3.30P 199 ABC 3	B	5.0	.0	14	454	1354	154	434	198	421	206	759	92	241	403	728	373	426	312	365	335	302	72	53	89
215 99 SE 4	C	5.1	.0	14	462	1367	150	438	194	423	202	766	87	237	403	738	374	432	316	374	346	306	75	55	90
UCLA V WASHGTN/MICH STATE V IOWA																									
3.30 - 4.00	A	3.2	.0	10	289	1410	112^	402	147^	376	127^	745	93^	247	374	706	335	390	281	337	284	315	156^	98^	107^
4.00 - 4.30	A	3.8	.0	12	344	1417	141	441	172	420	166	787	92^	234	369	758	339	414	277	352	342	344	99^	67^	90^
4.30 - 5.00	A	4.4	.0	13	398	1380	159	460	178	439	176	754	97^	222	342	726	314	386	245	317	340	340	78^	55^	89^
5.00 - 5.30	A	4.6	.0	13	416	1420	173	496	175	481	178	751	84^	218	343	721	313	361	259	307	295	360	75^	48^	97^
5.30 - 6.00	A	5.6	.0	15	506	1382	159	450	171	434	173	788	96	235	374	747	335	398	278	340	327	351	76^	49^	71^
6.00 - 6.30	A	7.0	.0	17	633	1380	170	433	205	411	201	785	86	281	418	751	384	428	332	375	336	323	98	68^	65^
6.30 - 7.00	A	7.0	.0	16	633	1384	153	450	190	433	189	792	88	262	440	755	404	435	352	383	345	320	87	65^	56^

90 PROGRAM AUDIENCE ESTIMATES (By Time Periods) SEP.26–OCT.2,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	AVERAGE MINUTE AUDIENCE % TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
SATURDAY EVENING																						
6.00- 6.30PM	TVU	41.0	24.8	22.6	21.9	22.9	26.2	21.5	22.3	23.3	25.3	33.9	26.3	22.7	22.0	23.5	25.7	36.4	22.8	23.3	18.4	19.5
A ABC COLLEGE FTBALL GAME		7.0	3.8	2.7	2.2	1.3^	2.9	2.0	2.2	2.4	3.1	4.3	5.9	4.9	4.6	4.7	5.4	9.6	3.1	1.9^	1.2^	1.0^
6.30- 7.00PM	TVU	43.3	26.4	24.0	23.2	24.0	28.6	23.2	24.1	25.0	27.0	37.8	28.0	23.8	23.3	24.6	26.7	39.7	22.8	22.2	19.1	19.8
A ABC COLLEGE FTBALL GAME>		7.0	3.8	2.4	1.9	.6v	3.0	1.7	2.0	2.3	3.2	5.0	5.9	4.9	4.8	4.8	5.5	9.5	2.8	1.4^	1.0^	.9^

121 & 122 PROGRAM AUDIENCE ESTIMATES (By Time Periods) SEP.26–OCT.2,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	AVERAGE MINUTE AUDIENCE % TOT. PERS (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
SATURDAY MORNING																						
12.00-12.30PM	TVU	28.8	18.4	17.4	14.5	14.8	18.0	13.7	23.3	24.3	22.2	27.2	19.5	24.1	24.8	23.4	24.4	23.9	24.7	23.0	21.5	26.3
A ANIMAL CRACK-UPS		3.6	2.1	2.6	1.4	1.7	3.7	1.4	5.3	6.3	4.2^	5.5	5.0	4.0	3.5	4.4	4.4	3.7	3.4^	4.0^	3.2^	4.2^
12.30- 1.00PM	TVU	29.8	17.0	19.6	15.2	15.4	17.9	15.1	25.0	25.2	24.9	29.5	20.8	21.7	22.6	20.7	21.0	22.1	23.0	21.1	19.7	24.6
A ABC WEEKEND SPECIALS		2.5	1.8	2.5^	1.1	1.5	1.8^	1.0	3.0	2.6^	3.4^	4.1^	1.9^	3.7	3.7	3.8	4.1	3.5	2.8^	4.2^	3.2^	3.8^

126 & 127 PROGRAM AUDIENCE ESTIMATES (By Time Periods) SEP.26–OCT.2,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	AVERAGE MINUTE AUDIENCE % TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHLD TOT. 2-11
SATURDAY AFTERNOON																						
12.00-12.30PM	TVU	28.8	16.4	13.2	14.5	14.8	14.5	14.4	13.7	17.1	15.4	13.9	13.4	13.4	13.5	13.0	13.1	12.2	13.0	23.3	24.3	24.1
A ANIMAL CRACK-UPS		3.6	2.1	1.5	1.4	1.7	1.4	1.5	1.4	2.8^	2.2	1.7	1.3	1.6	1.6	1.5	1.5	1.0^	.6^	5.3	6.3	4.0
12.30- 1.00PM	TVU	29.8	17.0	13.0	15.2	15.4	15.1	14.4	15.1	16.6	15.7	14.7	14.8	14.2	14.5	14.1	14.4	14.0	15.8	25.0	25.2	21.7
A ABC WEEKEND SPECIALS		2.5	1.8	1.2	1.1	1.5	1.1	1.1	1.0	1.8^	1.2^	1.2	1.0	1.2	1.2	1.0^	1.0	.8^	.6^	3.0	2.6^	3.7
3.30- 4.00PM	TVU	31.9	18.4	15.4	17.6	15.5	17.9	16.0	20.2	19.8	19.1	17.9	20.5	18.1	18.7	17.4	18.2	19.1	25.3	19.4	22.5	15.4
A ABC COLLEGE FTBALL GAME		3.2	1.8	.8^	1.2	.7^	1.2	.7^	2.6	2.1^	2.1	1.9	2.6	1.8	1.9	1.8	1.9	2.1	4.3	2.3^	2.8^	.9^
4.00- 4.30PM	TVU	32.0	18.2	16.0	18.0	15.6	18.3	16.1	19.5	16.5	17.9	18.9	20.0	17.3	18.0	17.0	17.7	18.8	25.4	18.0	20.6	15.9
A ABC COLLEGE FTBALL GAME		3.8	2.1	1.2	1.6	1.0	1.6	1.1	3.2	2.5^	2.4	2.2	3.3	2.2	2.5	2.1	2.4	3.0	5.5	1.7^	2.3^	.9^
4.30- 5.00PM	TVU	33.8	19.5	16.9	19.2	17.0	19.4	17.6	21.0	17.6	16.7	18.2	21.3	18.5	16.9	18.4	18.9	21.0	27.9	19.7	21.4	16.2
A ABC COLLEGE FTBALL GAME		4.4	2.4	1.6	2.0	1.2	2.0	1.3	3.5	3.1^	2.6	2.4	3.6	2.4	2.6	2.2	2.5	3.4	6.3	1.6^	2.2^	1.0^
5.00- 5.30PM	TVU	35.8	21.0	18.2	20.8	18.2	21.1	19.4	22.6	19.2	19.9	19.8	23.0	20.1	20.5	19.9	20.4	22.7	29.9	20.9	21.2	18.0
A ABC COLLEGE FTBALL GAME		4.6	2.5	1.8	2.2	1.2	2.3	1.4	3.7	2.8^	2.7	2.5	3.8	2.5	2.6	2.4	2.5	3.1	7.0	1.6^	2.0^	1.2^
5.30- 6.00PM	TVU	38.0	22.4	20.5	22.8	20.2	23.2	21.2	24.3	21.0	21.8	21.2	24.7	21.5	22.3	21.2	22.2	24.1	31.1	20.8	19.9	18.0
A ABC COLLEGE FTBALL GAME		5.6	3.0	2.0	2.4	1.5	2.5	1.7	4.7	3.8	3.5	3.3	4.8	3.2	3.5	3.1	3.4	4.2	8.3	1.9^	2.5^	1.0^

Nielsen Television Index

CLIENT NOTICE

November 16, 1988

THE POCKETPIECE REPORT
September 26-October 2, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

47 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.26–OCT.2,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. (000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
CBS NEWS SPECIAL REPORT(S) THU 11.10A 50 CBS 219 99 N	A	6.7	.2	24	606	70^	128	89	78	735	140	267	195	237	316	425	492	286	6v	7v	8v	33^	45^	71^	7v
SHUTTLE LAUNCH																									
11.00 - 11.30	A	6.0	.1	22	542	74^	132	92	80^	717	126	255	181	218	309	424	489	280	3v	8v	8v	37^	48^	79^	6v
11.30 - 12.00	A	7.1	.1	24	642	68^	128	88	77	752	150	277	205	250	323	430	499	293	7v	7v	9v	31^	43^	67^	7v

114 & 115 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP.26–OCT.2,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSEHOLDS	AVERAGE MINUTE AUDIENCE %: LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																						
11.00-11.30AM	TVU	21.2	19.2	7.8	7.9	10.2	14.4	12.2	12.1	11.8	12.2	13.5	19.0	8.6	13.7	2.8	3.4	3.3	7.9	8.1	15.3	2.9
C CBS NEWS SPECIAL REPORT(S)>		6.0	4.3^	1.8	1.5	2.4^	4.2	2.0	2.3	2.1	2.3	4.0	8.1	3.1	7.1	.1v	.4v	.4v	1.1^	1.5^	3.0^	.2v
11.30-12.00NN	TVU	22.2	18.5	8.1	8.0	10.6	15.4	12.5	12.6	12.4	12.8	14.4	21.1	9.1	15.1	3.1	3.4	3.3	7.3	7.9	14.2	3.0
C CBS NEWS SPECIAL REPORT(S)		7.1	4.7^	2.0	1.7	2.8	5.2	2.8	3.0	2.8	3.1	4.9	9.7	3.8	8.8	.5v	.5v	.5v	1.1^	1.6^	3.0^	.2v

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